

March 5, 2019  
For immediate release

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## **Yokohama Rubber to launch “ADVAN NEOVA AD08RS” with specifications dedicated for European market**

Tokyo – The Yokohama Rubber Co., Ltd., announced today the latest addition to its global flagship ADVAN brand. The “ADVAN NEOVA AD08RS”, a street sports tire, will be marketed in Europe only from this spring. The Company plans to gradually make the tire available in 31 sizes, ranging from 185/55R15 82V to 255/30R19 91W.

A re-engineered version of the “ADVAN NEOVA AD08R”, the “ADVAN NEOVA AD08RS” has been fine-tuned to meet Europe’s ECE R117-02 S2WR2 regulation\* and raise its environmental performance. While keeping the tread pattern that earned the “ADVAN NEOVA AD08R” a strong reputation for excellent control in dry and wet conditions and superior abrasion resistance, the “ADVAN NEOVA AD08RS” uses a new compound that reduces rolling resistance. The new tire achieves an excellent handling and low fuel consumption that will fully satisfy driving enthusiasts craving for “speed & fun”.

\* ECE R117-02 is an international standard established in June 2010 by the UNECE (United Nations Economic Commission for Europe) that stipulates technical requirements for tire noise, rolling resistance and wet grip performance.

Yokohama Rubber has established its hobby tire strategy as one of core elements of the broader consumer tire strategy included in the Company’s three-year medium-term management plan, Grand Design 2020 (GD2020), implemented from 2018. In line with its hobby tire strategy, the Company is accelerating the development of new products and expanding the size lineup of existing products suitable for use with various types of hobby vehicles, from race cars to classic cars.



## Sizes to be gradually rolled out

Inches	Aspect ratio	Tire size
19	30	255/30R19 91W
	35	225/35R19 88W
		235/35R19 87W
		255/35R19 92W
18	35	255/35R18 90W
		265/35R18 93W
	40	225/40R18 88W
		235/40R18 91W
		245/40R18 93W
		255/40R18 95W
		265/40R18 101W
	45	225/45R18 91W
		245/45R18 96W
	17	40
235/40R17 90W		
245/40R17 91W		
255/40R17 94W		
45		205/45R17 84W
		215/45R17 87W
		225/45R17 91W
		235/45R17 94W
16	45	205/45R16 83W
		225/45R16 89W
		215/45R16 86W
	50	205/50R16 87V
		225/50R16 92V
	55	205/55R16 91V
15	50	195/50R15 82V
		205/50R15 86V
	55	185/55R15 82V
		195/55R15 85V