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For immediate release

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Yokohama Rubber to Launch the BluEarth*Winter V906, a New Winter Tire for Passenger Cars in Europe

Tokyo—The Yokohama Rubber Co., Ltd., announced today that it will begin sales of the BluEarth*Winter V906, a new winter tire for passenger cars in Europe, from this autumn. The tire will be available in 30 sizes, ranging from 225/40R18 92W XL to 185/65R15 88T.

The BluEarth*Winter V906, based on the concept of "Powerful Traction", improves upon the performance of its predecessor tire, the BluEarth*Winter V905, in two key areas considered important for winter tires by European drivers—performance on snow and ice and wet-grip performance—while also maintaining a high level of wear resistance.

The tire's tread pattern is based on Harmony Tread Design concept that positions grooves, blocks, and sipes in a harmonious layout that delivers a more powerful performance. Smooth V-shaped grooves efficiently displace snow and water, while the Uniform Pressure Blocks evenly distributed over the entire pattern increase the tire's rigidity to deliver outstanding grip performance on all winter road surfaces. Optimally placed widespread 3D sipes enhance the tire's edge effect to further improve its performance on snow and ice. The tire's tread compound is a newly developed super-rich silica compound that uses a large amount of silica to dramatically enhance the tire's wet-grip performance. Yokohama Rubber's proprietary A.R.T. Mixing Technology, an advanced reaction mixing technology, greatly improves the dispersibility of materials, which heightens the efficiency of the silica. Meanwhile, the tire's unique construction includes a low-heat generating undertread rubber that maintains a low rolling resistance.

The consumer tire strategy in Yokohama Rubber's current medium-term management plan, the Grand Design 2020 (GD2020), includes a winter tire strategy that aims to assert performance leadership in winter tires supplied in Japan and overseas markets. In addition to a lineup of winter tires, studless tires and stud tires, in 2018 Yokohama Rubber introduced its first all-season tire for the European market, the BluEarth-4S AW21. The company is accelerating the development of new products and expanding the size lineup of existing products.



Available Sizes

Inches	Aspect ratio	Tire sizes	Inches	Aspect ratio	Tire sizes	
18	40	225/40R18 92W XL	16	55	195/55R16 87H	
	50	225/50R18 95V			205/55R16 91T	
		225/50R18 99V XL			205/55R16 91H	
17	45	225/45R17 91H			205/55R16 94H XL	
		225/45R17 94H XL			205/55R16 94V XL	
		225/45R17 94V XL		60	205/60R16 92H	
	50	215/50R17 95V XL			205/60R16 96H XL	
		225/50R17 94H			215/60R16 99H XL	
		225/50R17 98V XL		65	215/65R16 98H	
	17	55		205/55R17 95V XL	15	55
			215/55R17 98V XL	60		185/60R15 84T
			225/55R17 97H			185/60R15 88T XL
225/55R17 101V XL			65			185/65R15 88T
65		215/65R17 99V		195/65R15 91T		
				195/65R15 91H		
				195/65R15 95T XL		

XL: Extra Load

Harmony Tread Design



Smooth V-Shaped Groove



- **SMOOTH**-angled V-shape helps displace water and snow.
- Prevents risk of aquaplaning.



Uniform Pressure Blocks



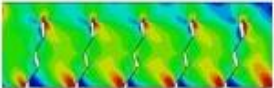
- Each block is positioned in a **UNIFORM** manner. The pressure from the ground is spread evenly.



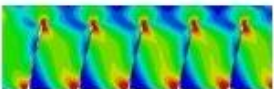
Widespread 3D Sipes



- The 3D sipes are **SPREAD** out widely from block to block, enhancing the edge effect on snow and ice.
- The 3D sipes prevent block corrosion, thus realizing firmer ground contact.



3D Sipe

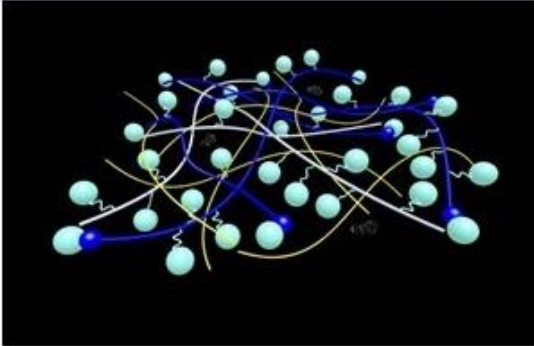


2D Sipe

*Partly include 2D sipes.

Newly Developed Super-Rich Silica Compound

Super-Rich Silica Compound

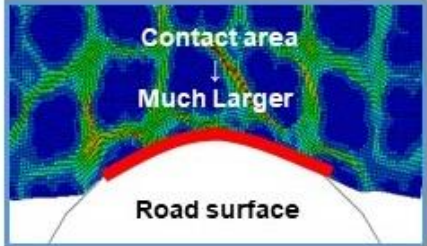
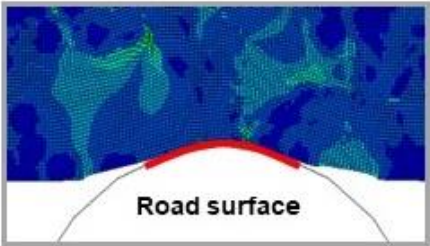


- A large amount of silica is used, contributing to superb WET performance.
- SNOW polymer is blended to enhance SNOW performance.

A.R.T. Mixing Technology

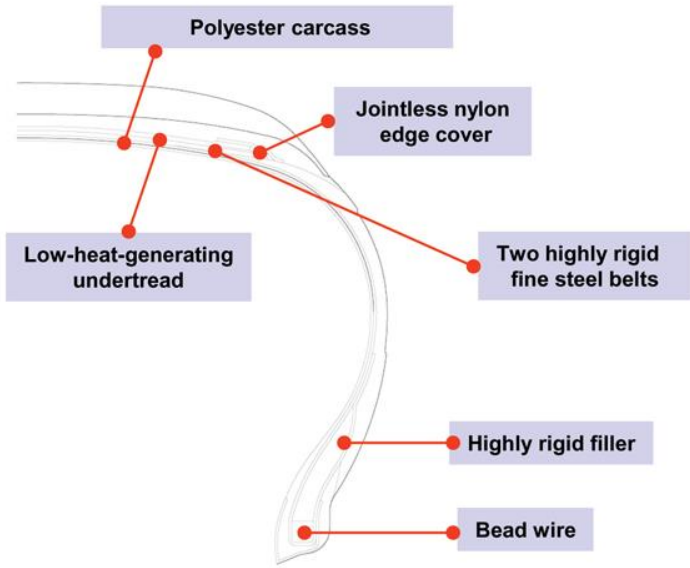
*Advanced Reaction Technology in Mixing

- A.R.T. Mixing Technology makes the compound more flexible.
- Larger contact area contributes to better WET performance.



Robust Construction and Optimized Profile

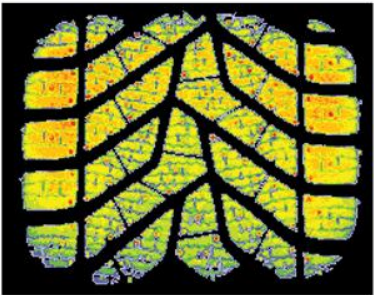
Robust Construction



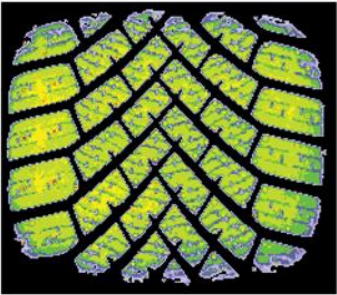
- Robust construction enhances stability.
- Low-heat-generating undertread for low fuel consumption.

Note : Construction varies depending on sizes.

Optimized Profile



Conventional



BluEarth WINTER V906



- Ground contact area increased by **10%**.
- Surface grip increased for better WET & SNOW traction.