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For immediate release

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Yokohama Rubber to expand marketing of BluEarth-GT AE51, a grand touring tire with excellent all-around performance

Tokyo—The Yokohama Rubber Co., Ltd., announced today that this spring it will expand marketing of its BluEarth-GT AE51, a grand touring tire in YOKOHAMA's BluEarth brand of fuel-efficient tires. Launched in Japan in 2019, the tire's marketing will be expanded to Europe, Asia, the Middle East, Latin America, Oceania, and Africa from this spring. The BluEarth-GT AE51 will be available in 66 sizes, ranging from 245/35R19 93W to 155/65R14 75H, with the available sizes differing in each country or region.

The BluEarth-GT AE51 was developed as a grand touring tire for mid-range sedans. It is designed to deliver excellent all-around performance, including superior maneuverability, comfort and environment-friendly features. The "GT" in the product name stands for "Grand Touring," a term synonymous with long-distance driving. As such, the tire was designed to deliver the powerful and stable driving performance appropriate for its name. The BluEarth-GT AE51 is also designed to provide greater fuel efficiency while sustaining the excellent wet-grip performance that previous BluEarth-A tires are known for.

BluEarth-GT AE51 features a specially developed asymmetric tread pattern that delivers a comfortable ride and excellent steering stability. In addition, the tread pattern's lightning grooves and blade-cut sipes contribute to its superior performance on wet surfaces. The tire's high-rigidity construction and its tread profile delivering uniform surface contact also help realize a more powerful and comfortable drive. Meanwhile, fuel efficiency has been improved by the tire's two-layer tread compound that suppresses energy loss due to heat generation, a side profile that reduces distortion, and a dimple shoulder design that facilitates heat dissipation.

BluEarth is a YOKOHAMA global tire brand based on the concept of being "environmentally, human, and socially friendly". In addition to the BluEarth-GT AE51, the BluEarth brand includes the fuel-efficient BluEarth-XT AE61 for urban SUVs high-performance; the fuel-efficient BluEarth RV-02 for multipurpose vehicles (MPVs); and the BluEarth-Es ES32, a fuel-efficient standard tire.



Available Sizes

Inches	Aspect ratio	Tire sizes	Inches	Aspect ratio	Tire sizes		
19	35	225/35R19 88W XL	16	45	195/45R16 84V XL		
		235/35R19 91W XL			205/45R16 87W XL		
		245/35R19 93W XL			215/45R16 90V XL		
	40	225/40R19 93W XL		50	195/50R16 88V XL		
		235/40R19 96W XL			205/50R16 87W		
		245/40R19 98W XL		55	185/55R16 83V		
	45	225/45R19 96W XL			195/55R16 87V		
		235/45R19 95W			205/55R16 91V		
		245/45R19 98W			205/55R16 91W		
	18	35			225/35R18 87W XL	60	205/55R16 94V XL
		40			205/40R18 86W XL		215/55R16 97W XL
				215/40R18 89W XL	225/55R16 99W XL		
225/40R18 92W XL			205/60R16 92V				
235/40R18 95W XL			205/60R16 96W XL				
245/40R18 97W XL			215/60R16 95H				
255/40R18 99W XL			215/60R16 99V XL				
45		215/45R18 93W XL	65	225/60R16 98H			
		225/45R18 95W XL		205/65R16 95H			
		235/45R18 94W	215/65R16 98H				
		245/45R18 100W XL	55	165/55R15 75V			
		255/45R18 99W		185/55R15 82V			
		50		225/50R18 95W	60	185/60R15 84H	
235/50R18 101W XL			195/60R15 88V				
245/50R18 100W			65	175/65R15 84H			
17		45		205/45R17 88W XL	185/65R15 88H		
				215/45R17 91W XL	195/65R15 91H		
				225/45R17 94W XL	195/65R15 91V		
	235/45R17 97W XL			205/65R15 94H			
	245/45R17 99W XL		155/65R14 75H				
	50	205/50R17 93W XL	65	175/65R14 82H			
		215/50R17 95W XL		14			
		225/50R17 98W XL	XL: Extra Load				
	55	205/55R17 95V XL					
		215/55R17 98W XL					
		225/55R17 101W XL					
		235/55R17 99W					

Newly-developed High-rigidity, Asymmetric Pattern

ASYMMETRIC PATTERN



ASYMMETRIC PATTERN

Emphasizing Ride Comfort Inside, Steering Stability Outside.

The rigidity of the inside shoulder was tuned with fine grooves in a circumferential direction, for a smoother ride and greater comfort. A blind groove was adopted for the wide rib on outside shoulder, increasing rigidity.



LIGHTNING GROOVES

Increasing total edge volume, improving grip performance.

Lightning-type grooves increase total edge volume while maintaining the rigidity of the tread block. This further enhances wet grip performance by expanding the portion of the edge that displaces water from under the tread.



TRIPLE CENTER RIB

Highly rigid triple ribs ensure straight-line stability at high speeds.

The pattern features three wide ribs arranged in the center. Continuous ribs around the tire increase circumferential stability, which means greater straight-line stability at high speeds.



BLADE CUT SIPES

Tuned rigidity with blade-image sipes.

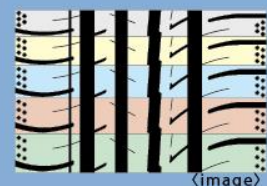
A pattern of "warping," which calls to mind the blades of Japan's renowned swords, was molded in to ensure greater rigidity in the ribs. Beveled siping enhances the uniformity of ground contact pressure on the tread face, and contributes to an increase in total edge volume.



Five PITCH VARIATION

Five Pitch Tread Pattern Variation Maintains Quietness.

A unique pattern design technology helps minimize noise. Five types of block pitches of different lengths are aligned to reduce harsh noise. The BluEarth-GT AE51 offers the same level of quietness as YOKOHAMA's conventional BluEarth-A tire, while increasing overall rigidity.



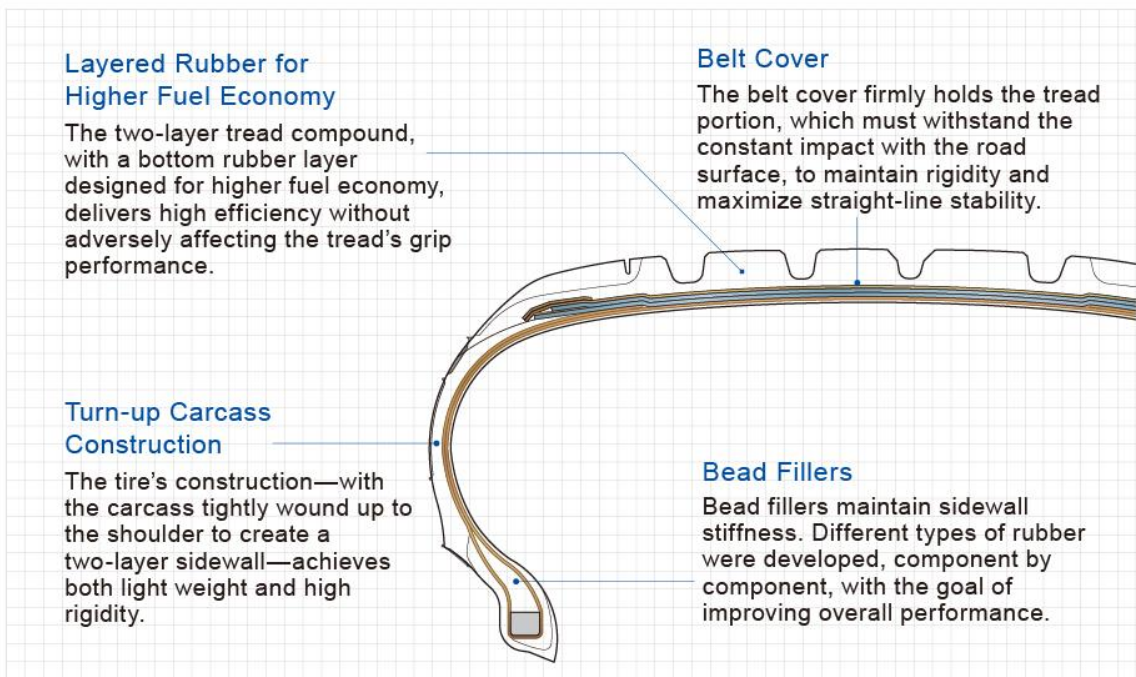
DIMPLE SHOULDER

Dissipates Heat to Boost Fuel Economy.

YOKOHAMA RUBBER's unique "Dimple Shoulder" design on the sidewall and shoulder helps dissipate excess heat, which in turn improves fuel efficiency.



Advanced Construction Achieves Both Light Weight and High Durability

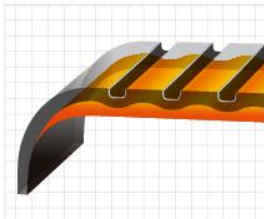


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LAYERED TREAD

Two-layer Tread Achieves Both High Fuel Economy and Maneuverability.

The tread compound has two layers, with high-rigidity rubber on the lower layer. This further increases rigidity while improving fuel economy. Repeated simulations optimized the profile of the lower-layer rubber.

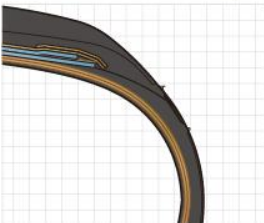


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TURNED-UP CARCASS

High-rigidity Construction with two-layer Side Carcass.

The BluEarth-GT AE51 adopts turned-up carcass construction for improved rigidity in the sides of the carcass, which flexes considerably during driving. This enhanced rigidity was achieved by winding the carcass tightly up to the shoulder, and results in greater stability in high-speed driving.



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LIGHTER WEIGHT

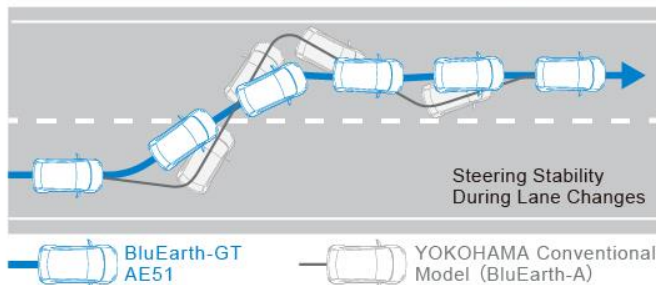
A Closer Look at Construction and Components Results in Lighter Weight.

YOKOHAMA developed different shapes and characteristics of rubber compounds, piece by piece, such as the two-layer tread, tire side portion, and bead fillers. Every detail was verified with advanced simulation technology to achieve a significant reduction in weight.

EXCLUSIVE CONSTRUCTION

Excellent Straight-line Performance Eliminates Wobble During Lane Changes.

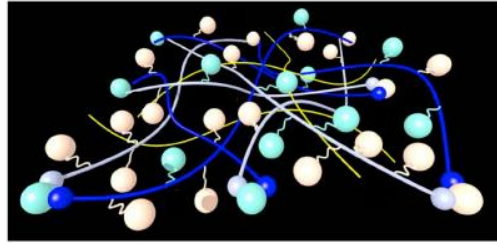
The new construction aims to improve the overall balance of performance as well as high-speed stability. The result is sharp steering response even in high crosswinds, and a solid feel the driver can count on.



Evolved Compound. Honed Profile.

Unique 'A.R.T.' Rubber Blending.

A rubber blending technology called "A.R.T. Mixing" significantly improves the dispersion of silica compared to conventional blending technology. The unique compound helps optimize both wet grip and fuel economy.



The Compound's Molecular Structure



Two different types of silica were adopted to maximize wet grip.



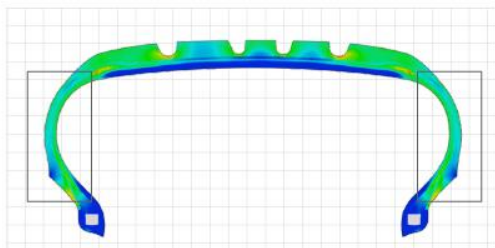
The effect of the silica was increased by ensuring a uniform dispersion throughout the rubber.



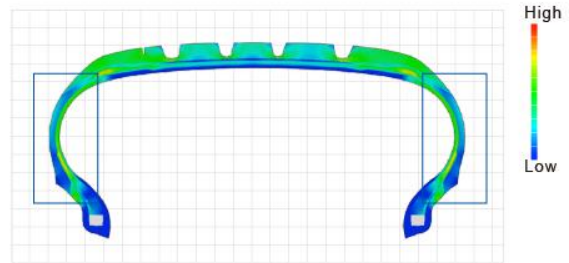
Overall performance was upgraded by blending and optimizing several types of polymers.

Deformation-reducing Profile Reduces Heat Generation.

YOKOHAMA's unique deformation-reducing profile technology, coupled with a low-heat sidewall rubber compound, reduces heat generation for higher fuel economy.



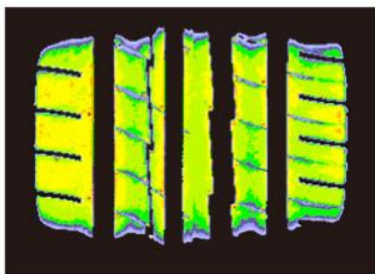
YOKOHAMA conventional model (BluEarth-A)/Cross-section



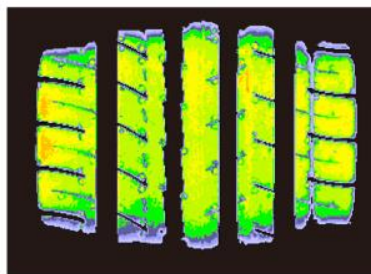
BluEarth-GT AE51/Cross-section
Heat generation is significantly reduced by controlling deformation of the tire sidewall.

Excellent Straight-line Stability

The profile, originally developed for high-performance flagship tires, was adapted exclusively to the BluEarth-GT AE51. It achieves the excellent straight-line stability that you would expect from a grand touring tire.



YOKOHAMA conventional model (BluEarth-A)



BluEarth-GT AE51
The longer road contact surface in the center portion improves straight-line stability.