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For immediate release

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## **YOKOHAMA Tires Coming Factory-Equipped on Leading German Automotive Manufacturer's Premium Cars**

### **“ADVAN Sport V107” Tires Being Supplied as OE**

Tokyo—The Yokohama Rubber Co., Ltd., announced today that it has been supplying its “ADVAN Sport V107” tires to the BMW Group for use as original equipment (OE) on the German premium car maker’s BMW X3 and X4 models since July 2019. The cars are being equipped with 225/60R18 104W size tires\*. “ADVAN Sport V107” tires are replacing the “ADVAN Sport V105” tires that have been used as OE on the two globally marketed BMW models since 2018.

The “ADVAN Sport V107” is a high-performance tire developed by Yokohama Rubber primarily for use on high-power premium automobiles. The installed tire size maintains the high driving performance and superior comfort and safety features of the previously supplied “ADVAN Sport V105” tires while delivering even more superior rolling resistance, as indicated by the tires receiving the EU labeling system’s highest “A” grade for rolling resistance. The tires being supplied for the BMW X3 and X4 models were jointly developed with BMW and bear the German automaker’s star mark symbol of approval on the tire sidewall.

Under its medium-term management plan, Grand Design 2020 (GD2020), Yokohama Rubber has positioned the expansion of its presence in the premium tire markets as the core goal for its consumer tire business. One of the specific strategies for achieving that goal is the “premium-car tire strategy”, which aims to increase use of YOKOHAMA tires as OE on premium cars in Japan and abroad by making Yokohama Rubber the tire maker chosen by automakers around the world in recognition of its technologies and quality.

\* YOKOHAMA tires are not installed on BMW X3 and X4 cars with 18-inch tires sold in Japan



“ADVAN Sport V107” size 225/60R18 104W tire  
coming as OE on BMW’s X3 & X4 models