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For immediate release

Contact:
Corporate Planning Department
Corporate Communications Section
Phone: 81-3-5400-4531
Fax: 81-3-5400-4570

YOKOHAMA GEOLANDAR Tire Receives World’s Most Prestigious Design Award—Chicago Athenaeum’s 2020 Good Design Award

Tokyo—The Yokohama Rubber Co., Ltd., is proud to announce that its “GEOLANDAR CV G058”, a grand touring tire for crossover SUVs, was among the winners of the Chicago Athenaeum’s 2020 Good Design Awards announced this past December 27. The award-winning tire is part of YOKOHAMA’s GEOLANDAR brand of tires for SUVs and pickup trucks.

The Chicago Athenaeum Good Design Award, established in 1950, is the world’s oldest and most prestigious worldwide design award. It is organized by the Chicago Athenaeum Museum of Architecture and Design. Candidate products are judged by experts who evaluate products from diverse perspectives, including design, use of new technologies, materials and function. In 2020, the Good Design Award was presented to more than 900 products and graphic designs from entries received from more than 47 countries and covering a wide range of categories, including electronics equipment, transportation-related goods, and medical equipment.

The “GEOLANDAR CV G058” is a grand touring tire that delivers comfortable rides on long-distance drives as well as on city roads. In addition to basic performance features of a highway terrain tire, such as safety and noise reduction, the tire’s design contributes to its excellent wear resistance and fuel efficiency. In addition, the “GEOLANDAR CV G058” has secured the M+S (mud & snow) designation that indicates its reliable performance in a sudden snowfall.

Yokohama Rubber is actively introducing tires, like its GEOLANDAR line, that combine high performance with distinctive eye-catching designs. In 2019, two other recent additions to the GEOLANDAR brand—the GEOLANDAR X-CV tire for high-performance crossover SUVs and the GEOLANDAR X-AT tire for SUVs and pickup trucks—were recipients of that year’s Chicago Athenaeum Good Design Award.



Chicago Athenaeum Good Design Award logo