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For immediate release

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YOKOHAMA's "ADVAN Sport V107" Coming Factory-Equipped on Leading German Automotive Manufacturer's Premium Cars

Tokyo—The Yokohama Rubber Co., Ltd. announced today that it is supplying "ADVAN Sport V107" tires for use as original equipment on BMW's new iX3, the first Sports Activity Vehicle (SAV) with an all-electric-drive system from the BMW brand. Yokohama Rubber began shipping the tires to the BMW Group in September 2020, supplying three sizes for the new all-electric drive SAV—245/50R19 105W, 245/45R20 103W, and 275/40R20 106W.

"ADVAN Sport V107" tires are the ultimate high-performance tires in Yokohama Rubber's premier ADVAN brand. The tires being supplied for the BMW iX3 were jointly developed with the BMW Group. They feature a special compound developed to reduce tire heat generation to an unprecedented level that lowers the tires' rolling resistance, which is indispensable for electric vehicles. As a result, the tires have been assigned the EU labeling system's highest "A" grade. In addition, in a response to the United Nations Economic Commission for Europe's regulation on vehicle noise emissions (UN-ECE R51-03), the tire profile and tread pattern have been specially designed to achieve a more uniform road contact pressure that contributes to lower noise emission when the vehicle is accelerating. Developed with consideration for environmental impact as well as driving performance, the "ADVAN Sport V107" tires are undoubtedly the most appropriate tire for BMW's first EV SAV, the iX3. The tires accordingly feature the German automaker's star mark symbol of approval on their sidewall.

The consumer tire business in Yokohama Rubber's new three-year (2021–2023) medium-term management plan, Yokohama Transformation 2023 (YX2023), aims to maximize the sales ratios of high-value-added YOKOHAMA tires, namely the global flagship ADVAN brand, the GEOLANDAR brand of tires for SUVs and pickup trucks, and various winter tires. One of the key initiatives being implemented under this strategy is the expansion of ADVAN and GEOLANDAR tires as original equipment on new cars.



Tire size 245/50R19 105W