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For immediate release

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Yokohama Rubber to launch new flagship tire the ADVAN Sport V107

Tokyo—The Yokohama Rubber Co., Ltd., announced today that it will launch its ultra-high performance ADVAN Sport V107 as its new global flagship tire from Spring 2022. Sales will be launched successively in major markets around the world. The Company plans to introduce 30 replacement tire sizes, ranging from 305/35R23 111Y XL to 225/40ZR18 92Y XL, in Spring 2022, increasing the ADVAN Sport V107 size lineup, including original equipment (OE) sizes for new cars, to 43 sizes. The size lineup will be expanded gradually thereafter to 80 sizes, including OE tires, by the end of 2022.

ADVAN is the YOKOHAMA tire global flagship brand. Its lineup of outstanding, high-performance tires and their use as OE on many of the world's leading premium cars as well as in motorsports events around the world have raised global recognition of the YOKOHAMA tire brand. The ADVAN Sport V107 will succeed the ADVAN Sport V105 as YOKOHAMA's global flagship ultra-high performance tire. The ADVAN Sport V107 has been developed for use on premium high-performance cars, premium high-performance SUVs, and premium electric vehicles (EVs). Following joint development projects with leading premium car manufacturers and testing at Yokohama Rubber's test center at the Nürburgring, widely considered the world's most demanding race course, delivery of special OE ADVAN Sport V107 tires began in 2020, including tires for Mercedes-AMG and BMW M premium cars. Yokohama Rubber is now launching replacement tires based on these earlier developed OE tires and will expand the available sizes to create a full commercial lineup of ultra-high performance ADVAN Sport V107 tires.



ADVAN
Sport
V107

While following the ADVAN Sport V105 concept of providing a perfect balance of driving performance combined with superior comfort and safety characteristics, the new tire's dry/wet performance and steering stability surpass the high levels achieved by its predecessor. The tire's special asymmetric tread pattern contributes to its ability to deliver the variable performance required from the tread's inner and outer sides, and its rubber compound incorporates technologies cultivated during the development of OE versions of the tire for leading premium car manufacturers. Together, these two features deliver a strong grip on dry and wet road surfaces. The ADVAN Sport V107 applies the cutting-edge matrix body-ply structure used in its predecessor. It also is Yokohama Rubber's first replacement tire to incorporate the Company's unique power crown belt cover* structure that uses a high-rigidity aramid fiber as well as a newly improved mound profile that strengthens the tire's gripping power. These new design features have dramatically increased the tires' contribution to the excellent steering stability and comfort at high speeds that are essential qualities for high-power premium cars. The tire's sidewall features a new stylish dark design that provides the logo visibility and upscale image appropriate for a global flagship tire. In addition, the letters "SUV" are inscribed on the sidewall of SUV-size tires. In February 2022, Yokohama Rubber plans to hold a series of online events around the world to demonstrate the many appealing features of its new ADVAN Sport V107 tires. *Used only on certain size tires

Under Yokohama Rubber's three-year (2021–2023) medium-term management plan, Yokohama Transformation 2023 (YX2023), the consumer tire business 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. In 2022, the Company plans to strengthen sales of ADVAN brand summer tires by launching the ADVAN Sport V107, as well as its new high-performance street sports tire, the ADVAN NEOVA AD09.

Available Sizes

Inches	Aspect ratio	Tire sizes	Inches	Aspect ratio	Tire sizes
23	35	305/35R23 111Y XL	19	30	285/30ZR19 (98Y) XL
22	30	315/30ZR22 (107Y) XL		35	225/35ZR19 (88Y) XL
21	30	305/30ZR21 (104Y) XL			235/35ZR19 (91Y) XL
	35	295/35ZR21 (107Y) XL			245/35ZR19 (93Y) XL
20	30	265/30ZR20 (94Y) XL			255/35ZR19 (96Y) XL
	35	225/35ZR20 (90Y) XL			275/35ZR19 (100Y) XL
		235/35ZR20 (92Y) XL		40	235/40ZR19 (92Y)
		245/35ZR20 (91Y)			255/40ZR19 (100Y) XL
		255/35ZR20 (97Y) XL		45	245/45ZR19 (102Y) XL
		275/35ZR20 (102Y) XL		50	255/50R19 107Y XL
		295/35ZR20 (101Y)		55	235/55R19 105Y XL
	50	255/50R20 109Y XL			255/55R19 111Y XL
	55	255/55R20 110Y XL	18	35	255/35ZR18 94Y XL
*30 replacement tire sizes to be launched from Spring 2022. *XL: Extra Load				40	225/40ZR18 92Y XL
					235/40ZR18 (95Y) XL
				45	225/45ZR18 95Y XL
			245/45ZR18 100Y XL		

ADVAN Sport V107 is achieved with outstanding steering precision road handling and high levels of reactivity. Increasing the grip with the road, giving driver an incredible ride with precise control and road holding.

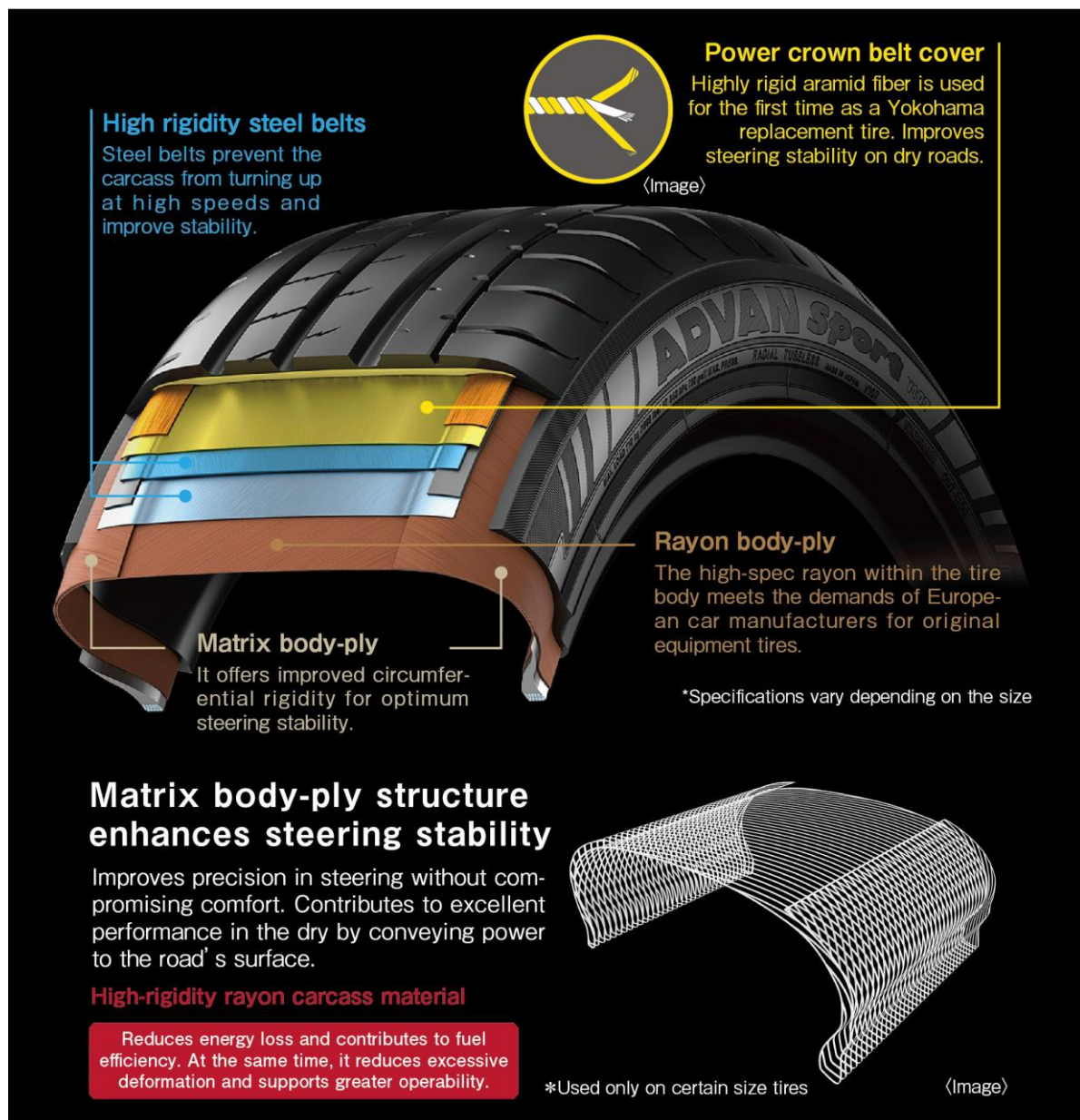
“Asymmetric tread pattern” offers excellent grip on both dry and wet conditions

“Power crown belt cover” by using highly rigid aramid fiber improves steering stability on dry roads

“New compound” jointly developed with one of the world’s leading automakers

<The new structure equipped with proprietary “Power crown belt cover”>

Construction



Tread Pattern

“Asymmetric tread pattern” strengthens wet and dry Performance

Strengthens performance in the wet

Wide straight grooves enable enhanced drainage performance. Displays exceptional hydroplaning resistance at high speeds.



Strengthens performance in the dry

Improved pattern rigidity through wide shoulders and greater road contact area ensure enhanced performance in the dry.

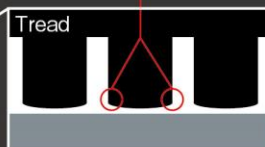
Mound profile

“Improved mound profile” brings high-speed stability

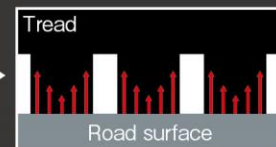
Conventional YOKOHAMA tire (V105S)
Mound Profile



“R-shape” on each block



Before contact with road surface



After contact with road surface

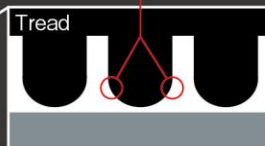
⟨Image⟩

ADVAN Sport
V107

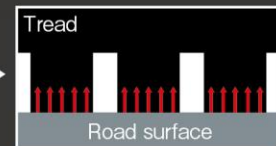
Improved Mound Profile
In order for the ground contact pressure to be proportionate when making contact with the road surface, the cross-sectional shape of the tread was optimized.



“R-shape” on each block



Before contact with road surface



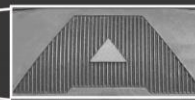
After contact with road surface

⟨Image⟩

Premium design

“Stylish dark design” on sidewall improves visibility and enhances car’s design and beauty just as much as functionality.

Conventional YOKOHAMA tire (V105S)



Conventional engraved image

ADVAN Sport
V107



New engraved image

<The special new compound for V107>

Compound

Ultra micro silica + silica dispersed material

Adopting silica and carbon black which are smaller than those of particle size of V105
Increasing the volume of carbon black compared to V105

DRY

WET

New silane coupling agent

Adopting new silane coupling agent, finely-balanced silica improves wet grip

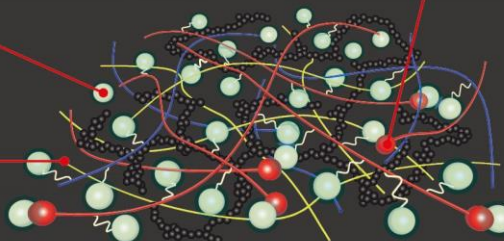
WET

Functionalized polymer + high strength polymer

Highly-strengthened and highly dispersive new blended polymer achieves to improve dry and wet performance

DRY

WET



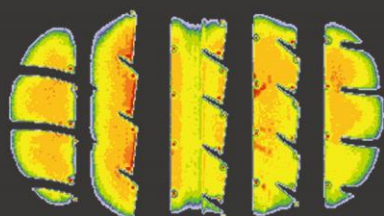
〈Image〉

<Expanded road contact area offers stronger grip >

Profile

In order to provide stronger grip performance, the road contact area has been increased.
This is largely achieved by both the block area and groove area.

〈Image〉



Conventional
YOKOHAMA tire (V105S)



ADVAN
Sport
V107