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For immediate release

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## Yokohama Rubber announces launch of new high-performance street sports tire ADVAN NEOVA AD09

Tokyo—The Yokohama Rubber Co., Ltd., announced today the launch of a new street sports tire, the ADVAN NEOVA AD09, with sales beginning in Japan in February 2022 and gradually being expanded to Asia and North America. The tire will initially be available in 20 sizes, ranging from 275/30R20 97W XL to 165/55R15 75V, suitable for use on sports cars and the world's most prestigious premium cars. Another 60 sizes, including 21-inch tires, will be added to the size lineup 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 NEOVA series has its roots in motorsports and circuit racing. Designed to be the strongest ADVAN street tire, ADVAN NEOVA tires incorporate the latest racing technologies cultivated in Yokohama Rubber's various motorsports activities and have become immensely popular with many users who love driving, including those who like to customize their cars.



**ADVAN**  
**NEOVA**  
AD09

The ADVAN NEOVA AD09 is the first all-new NEOVA tire since the introduction of ADVAN NEOVA AD08R nine years earlier in 2013. Maintaining the special performance characteristics that make ADVAN NEOVA series' tires the "fastest and most enjoyable" street sports tires, the new ADVAN NEOVA AD09 features enhanced dry grip performance, control performance, and wear resistance appropriate for YOKOHAMA's strongest street sports tire. Featuring a new structure with a meticulous design that starts

from the materials used and a new profile that delivers greater strength and agility, the ADVAN NEOVA AD09 achieves the highest level of casing rigidity\* in YOKOHAMA history. In addition to a finely optimized asymmetric tread pattern, the ADVAN NEOVA AD09 is made from a newly developed compound that achieves an ideally balanced viscoelasticity. As a result, in addition to a dry grip performance that contributes to faster lap times, the tire provides the controllability that enables amateur drivers to drive as fast as they can while also realizing a wear resistance that enables long-lasting performance on circuit racing conditions. In addition to a unique and highly refined pattern design that reflects Yokohama Rubber's uncompromising pursuit of a custom-tuned outer appearance combined with a high-contrast brand logo give the ADVAN NEOVA AD09 a modernized-look suitable for use on custom-tuned cars.

\*Compared with the Company's other summer replacement 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 NEOVA AD09, as well as its new global flagship tire, the ADVAN Sport V107.

### Available Sizes

Inches	Aspect ratio	Tire sizes
20	30	245/30R20 90W XL
		275/30R20 97W XL
	40	245/40R20 99W XL
		255/40R20 101W XL
19	35	245/35R19 93W XL
		255/35R19 96W XL
		265/35R19 98W XL
		275/35R19 100W XL
	40	255/40R19 100W XL
18	35	245/35R18 92W XL
		255/35R18 94W XL
		265/35R18 97W XL
	40	225/40R18 92W XL
		235/40R18 95W XL
17	45	195/45R17 81W
		205/45R17 88W XL
		215/45R17 91W XL
		225/45R17 94W XL
15	55	165/55R15 75V
		185/55R15 82V

\*XL: Extra Load

## Meticulously designed new tread pattern & new profile

### Wet

**IN-SIDE**  
Image of  
ADVAN HF Type D successor

Placement of thick vertical grooves enhances water drainage

Round groove arrangement is effective for drainage

Long lugs that cross the vertical grooves further enhance drainage

### Dry

**OUT-SIDE**  
Image of  
AD08R successor

Narrow vertical groove close to tread's inner side provides largest possible ground contact area

Continuous ribs enhance tread rigidity

Round vertical grooves disperse the lateral force and suppress the shaving of the rib angle

Chamfering applied while maintaining groove area ratio



Groove wall angle adjusted on inner/outer sides



Suppression of rib angle shaving contributes to improved circuit wear resistance!

New structure with greatly changed carcass material

AD08R

➔

AD09

**Improved casing rigidity**

Belt rigidity greatly enhanced!

Carcass cross-section

Number of cords and carcass thickness have been increased

Highest casing rigidity in YOKOHAMA tire history

\*Used only on certain size tires

## Modernized-looking side design

New mold process provides distinct contrast that adds to tire's premium image & side profile



New process



Previous process



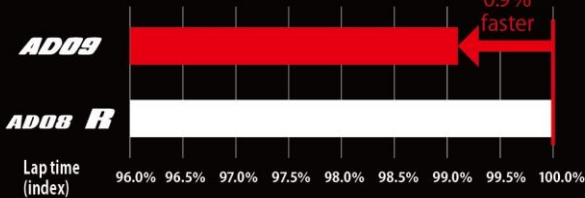
**ADVAN**  
**NEOVA** ADO8 R



**ADVAN**  
**NEOVA** ADO9

## Performance data

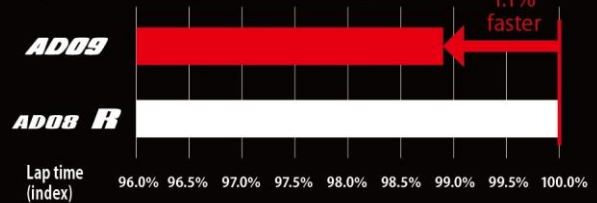
Comparison of fastest lap times on dry course



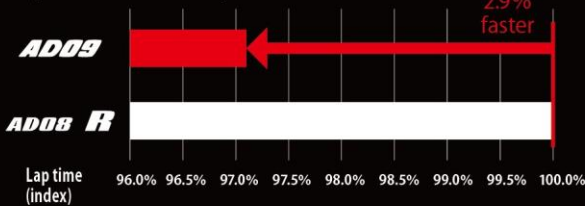
<Test conditions>

Tire size:255/35R19, Air pressure:180kPa, Location:Ebisu circuit east course, Vehicle:SUBARU WRX STI

Comparison of average lap times on dry course



Comparison of fastest lap times on wet course



<Test conditions>

Tire size:255/35R19(front) 275/35R19(rear), Air pressure:180kPa, Location:Tsukuba circuit course 2000, Vehicle:TOYOTA GR SUPRA

Comparison of average lap times on wet course

