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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 Rubber launches two new fuel-efficient tires— BluEarth-RV RV03 and BluEarth-RV RV03CK for minivans and lightweight box wagons

Tokyo—The Yokohama Rubber Co., Ltd., announced today that it will introduce two new tires for its fuel-efficient BluEarth brand lineup in February 2022. Sales of the BluEarth-RV RV03 for minivans will be launched first in Japan and gradually expanded to other Asian countries. The BluEarth-RV RV03CK for compact minivans and lightweight box wagons will be launched in Japan only. The two tires will be available in 40 sizes, ranging from 245/40R20 99W XL to 145/80R13 75S.

The BluEarth-RV RV03 shall be Yokohama Rubber's first all-new fuel-efficient tire for minivans in seven years. In addition to securing the same high evaluation as its predecessor BluEarth RV-02 and receiving the Japan tire-labeling system's highest "a" grade for wet grip performance and "A" grade for rolling resistance*¹, the BluEarth-RV RV03 sustains its predecessor's excellent uneven wear resistance and stability. In addition, the tire's enhanced wear resistance and quietness provide new value-added befitting its basic concept as a "longer-lasting and more comfortable tire for minivans." The tread pattern, based on the predecessor's asymmetric pattern, features a finely optimized tread profile and ratio of groove and sipe areas. In addition, Yokohama Rubber's cutting-edge rubber-mixing technology, "A.R.T. Mixing," was used to develop an exclusive-use compound that enhances the tire's road-surface followability. These enhancements have raised BluEarth-RV RV03's wear resistance by 20%*² and reduced road noise to provide a quieter ride in the minivan's second and third row seats as well as in the driver and front-row passenger seats.

The BluEarth-RV RV03CK will be Yokohama Rubber's first all-new fuel-efficient tire for compact minivans and lightweight box wagons since it launched the predecessor BluEarth RV-02CK five years earlier in 2017. The application of the same technologies used in the new BluEarth-RV RV03 has raised the BluEarth-RV RV03CK's wet-grip performance from its predecessor's "b" grade to "a" on all tire sizes. In addition, it has received an "A" grade for rolling resistance.



BluEarth-RV
RV03



BluEarth-RV
RV03 CK

BluEarth is a YOKOHAMA global tire brand based on the concept of being “environmentally, human, and socially friendly.” The BluEarth brand lineup of fuel-efficient passenger car tires includes nine tires. In addition to minivan tires, the lineup includes a crossover SUV tire, a grand-touring tire, standard tires, an all-season tire.

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. Accordingly, Yokohama Rubber plans to strengthen sales of its summer tires in 2022. In addition to announcing the launch of the BluEarth-RV RV03 and the BluEarth-RV RV03CK, the Company simultaneously has announced two additions to its ADVAN global flagship tire brand—the ADVAN Sport V107 and the ADVAN NEOVA AD09.

*1 Seven of BluEarth-RV RV03’s 29 sizes have attained “AA” rolling-resistance ratings.

*2 Refer to the performance data for detailed test contents. Performance data has been submitted to Japan’s Tire Fair Trade Council.

Available Sizes

<BluEarth-RV RV03>

Inches	Aspect ratio	Tire sizes	Tire-labeling	
			Rolling resistance	Wet grip
20	35	245/35R20 95W XL	AA	a
	40	245/40R20 99W XL	AA	a
19	40	225/40R19 93W XL	A	a
		245/40R19 98W XL	AA	a
	45	225/45R19 96W XL	A	a
		245/45R19 102W XL	AA	a
18	45	215/45R18 93W XL	A	a
		225/45R18 95W XL	A	a
	50	225/50R18 95V	A	a
		235/50R18 101V XL	AA	a
	55	225/55R18 98V	AA	a
17	45	215/45R17 91W XL	A	a
	50	215/50R17 95V XL	A	a
	55	205/55R17 91V	A	a
		215/55R17 94V	A	a
		225/55R17 101V XL	AA	a
	60	215/60R17 96H	A	a
		225/60R17 99H	A	a
16	55	205/55R16 91W	A	a
	60	195/60R16 89V	A	a
		205/60R16 92H	A	a
		215/60R16 95H	A	a
	65	205/65R16 95H	A	a
		215/65R16 98H	A	a
15	60	185/60R15 84H	A	a
	65	185/65R15 88H	A	a
		195/65R15 91H	A	a
		205/65R15 94V	A	a
		215/65R15 96H	A	a

< BluEarth-RV RV03CK>

Inches	Aspect ratio	Tire sizes	Tire-labeling	
			Rolling resistance	Wet grip
16	60	175/60R16 82H	A	a
15	55	165/55R15 75V	A	a
		175/55R15 77V	A	a
	60	165/60R15 77H	A	a
	65	175/65R15 84H	A	a
14	60	165/60R14 75H	A	a
	65	155/65R14 75H	A	a
		165/65R14 79S	A	a
	70	165/70R14 81H	A	a
		185/70R14 88S	A	a
13	80	145/80R13 75S	A	a

*All sizes will be available in February 2022 in Japan. *XL: Extra Load

Improved quietness and considerations especially for MPVs

Enjoy even more quietness inside the vehicle.

Quietness has been improved, while also cutting down on wobbling and uneven wear.

▶ Technology -Tread Pattern-

- Suppresses wobbling
- Suppresses uneven wear
- Quiet

Reducing in the area ratio of grooves reduces the loss of handling stability.

High rigidity shoulder

- ▶ Resists uneven wear
- ▶ Excellent steering stability



Two wide ribs

- ▶ Excellent steering stability



High rigidity sipes

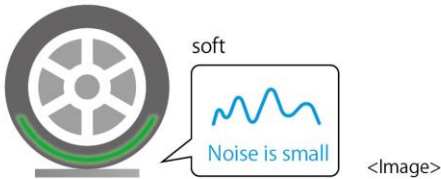
- ▶ Suppress noise
- ▶ Resists uneven wear



▶ Technology -Tread Compound-

- Quiet

Noise reduction is achieved by making the compound softer than RV-02.



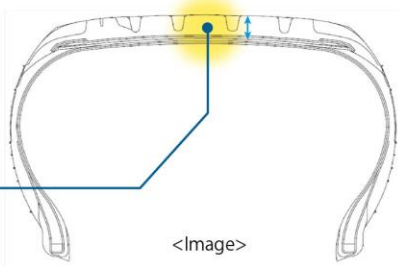
▶ Technology -Construction-

- Quiet

Designed for an even quieter ride.

Made with a softer rubber compound than the RV-02 to effectively reduce noise.

Achieves improved road noise performance by thickening the rubber of the tread and increasing the amount of rubber compared to RV-02



Longer wear life with the same high performance on wet surfaces

Enjoy long-lasting safety and peace of mind. High performance in rain, with an even longer wear life.

▶ Technology -Tread Pattern-

Wet performance

Wear resistance

Diagonal cut grooves

▶ Excellent Wet performance



Four straight grooves

▶ Anti-hydroplaning



▶ Technology -Tread Compound-

Wet performance

Based on the newly adopted compound mixing technology "A.R.T. Mixing" Realization of high-dimensional wet braking.

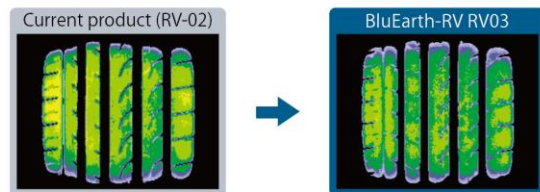
Better silica dispersion than conventional mixing technology.
Braking distance in wet conditions is reduced with the same compound.



▶ Technology -Grounding shape-

Wear resistance

Larger ground contact area compared to RV-02 for improved mileage



Wet performance normally diminishes when groove area ratio is reduced, but the RV03 has maintained the same wet performance with an elongated road contact surface.

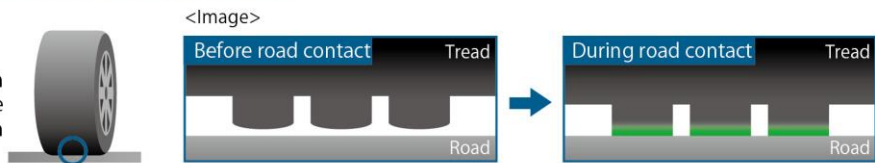
▶ Technology -Construction-

Resists uneven wear

"Mound profile" delivers anti-uneven wear performance

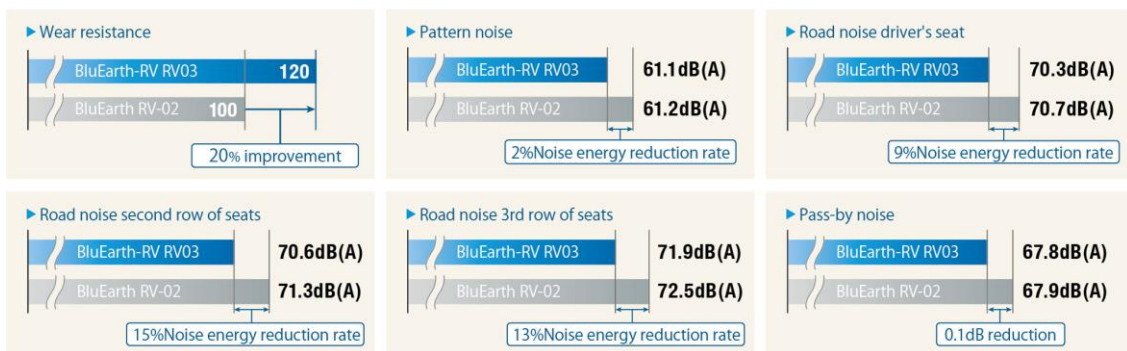
[BluEarth-RV RV03]

The cross-section has been optimized for even surface pressure distribution when in contact with the road.



Performance data

▶ Performance chart



<Test conditions>

tire size: 195/65R15 91H, air pressure: 240kPa, Location: Our test course, Vehicle: Toyota NOAH