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For immediate release

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Yokohama Rubber's GEOLANDAR X-CV now coming factory-equipped on Mitsubishi Motors' Outlander

Tokyo—The Yokohama Rubber Co., Ltd., announced today that it is now supplying its GEOLANDAR X-CV (Pattern No. G99B) as original equipment (OE) for Mitsubishi Motors Corporation's new Outlander SUVs. Yokohama Rubber began supplying the GEOLANDAR X-CV tires used on Outlander gasoline models sold overseas in July 2021, and shipments of the tires for PHEV models to be introduced in Japan, Australia and other countries began in November this year. The SUVs are being fitted with 235/60R18 103H size tires.

*The gasoline model is not sold in Japan.

While contributing to the Outlander's maneuverability, the GEOLANDAR X-CV (Pattern No. G99B) tires deliver the high steering stability and sharply reduced rolling resistance that further enhance the environmental benefits of PHEVs. In addition, a newly optimized tire pattern helps improve fuel efficiency.

GEOLANDAR is Yokohama Rubber's global brand of tires for SUVs and pickup trucks, and the Company is accelerating the expansion of the brand's lineup to meet increasingly diversified needs in the SUV market. The GEOLANDAR X-CV being supplied for Outlanders is based on the previously developed GEOLANDAR X-CV tire sold on the replacement tire market. The GEOLANDAR X-CV represents a new dimension in highway terrain tires developed for high-performance crossover SUVs that have increasingly focused on high-speed performance and maneuverability in recent years.

Mitsubishi Motors seeks to expand global sales of its new Outlander crossover SUV which accounts for about 20% of the company's annual unit sales. Equipped with a unique new-generation PHEV system that "delivers a more powerful performance and greater driving range," the new Outlander PHEV realizes safe, secure and comfortable driving in various weather and road conditions.

Under Yokohama Rubber's current 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. One of the key initiatives being implemented under this strategy is the expansion of ADVAN and GEOLANDAR tires as original equipment on new cars.



GEOLANDAR X-CV

*Tire shown in photo differs in size from those installed on the new Outlander



All-new Outlander

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