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For immediate release

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Yokohama Rubber adds 20- & 21-inch tires to its ADVAN Sport V107 tires supplied for leading German automotive manufacturer's premium cars

Tokyo—The Yokohama Rubber Co., Ltd., announced today that it has begun delivering 20- and 21-inch ADVAN Sport V107 tires to BMW M GmbH for use on the automaker's M3 and M4 high-performance sports models. Yokohama Rubber is supplying 285/30ZR20 (99Y) size front tires and 295/25ZR21 (96Y) rear tires. The two newly supplied sizes differ from the 18- and 19-inch ADVAN Sport V107 tires that Yokohama Rubber has been supplying as OE for the same models since November 2020.

*For use on both models as after-parts tires

The "ADVAN Sport V107" is a high-performance tire in YOKOHAMA's global flagship ADVAN brand. The newly supplied tires were jointly developed with BMW M and feature a specially developed compound and a tread pattern with the groove area adjusted to achieve superior dry performance and wear resistance. The tires also have received the EU labeling system's highest "A" grade for wet performance. The application of Yokohama Rubber's proprietary mound profile technology, which evenly distributes surface contact pressure, also contributes to the tires' enhanced dry performance and wear resistance. In addition, the tires' carcass material, which forms the tire's skeleton, includes a specialized material that helps deliver the excellent steering stability that is essential for high-power premium cars. Now, as one of the select few tire makers that supply tires for BMW M models, Yokohama Rubber is delivering the tires to BMW Group Plant Munich and Dingolfing. The tire's sidewall bears the German automaker's star mark indicating its recognition of the tire maker's technology, quality, and reliability.

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.



*Tire shown in photo differs in size from those installed on the BMW M M3/M4.



BMW M M3

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BMW M M4

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