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For immediate release

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Yokohama Rubber integrates hydraulic hose series under the Versatran brand name and launches sale of renewal ISO hoses

Tokyo—The Yokohama Rubber Co., Ltd., announced today that it will integrate its three core overseas high-pressure hydraulic hose series under the Versatran^{*1} brand name from this October. The integrated rebranding is intended to enhance the competitiveness of the hoses for the overseas market.

The hose series to be integrated include Exceed, which conforms to the ISO18752^{*2} international standard, and the Versatran and 100R1/100R2 hose series, all of which are compliant with the United States' SAE standard and Europe's EN standard. In addition, the hose label and part numbers will also be renewed to enhance global recognition and strengthen the brand, as well as to improve usability and user-friendliness.

The brand integration will also be accompanied by renewal of the hoses complying with the ISO18752 international standard. The new hoses will be renewed from the previous Exceed hoses with the improved cover rubber that has been adopted for Versatran hoses. While maintaining the Exceed's superior bend radius, flexibility, and durability, the new hose will have flame resistance and improved abrasion resistant, making it suitable for use in harsh environments, such as mining. In addition to complying with the U.S. Department of Labor's Mine Safety and Health Administration (MSHA) standard for flame resistance in high-pressure hoses used in mining machinery, the new hose is 20 times more abrasion-resistant than the previous Exceed hoses. The new hose also meets the anti-static properties set forth by Australia's AS^{*3} standard, in order to avoid danger of ignition from static electricity discharge.

Yokohama Rubber is currently implementing its Yokohama Transformation 2023 (YX2023) medium-term management plan for fiscal years 2021–2023. The plan calls for the MB Segment to concentrate its resources in its two strongest business domains—hose & couplings and industrial products—as it aims to become a growth driver capable of generating stable profits. In its hose & couplings business, Yokohama Rubber is stepping up the development of products that meet a wide range of user needs and increasing production capacity at production bases in Japan and overseas, as it aims to expand its presence in the global market for hydraulic hoses.

*1. The Versatran brand name is a combination of "versatile" and "transfer".

*2. A standard created in 2006 by Yokohama Rubber and other member companies of the Japan Rubber Hose Manufacturers Association for textile- and wire-reinforced rubber hoses. Taking into account users' selection of hoses based on working pressure and aperture diameter, the standard classifies hoses according to working pressure.

*3. Australian Standards