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For immediate release

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Yokohama Rubber's GEOLANDAR X-CV coming factory-equipped on Toyota's new Tundra and Sequoia

Tokyo—The Yokohama Rubber Co., Ltd., announced today that it has begun supplying its GEOLANDAR X-CV tires as original equipment (OE) for Toyota Motor Corporation's new Tundra, the automaker's full-size pickup truck, and its new Sequoia full-size SUV. Both models went on sale in the North America and Latin America markets. Yokohama Rubber is supplying three tire sizes for the Tundra—265/60R20 112H, 245/75R18 112T, and 265/70R18 116T—and two for the Sequoia—265/60R20 112H and 265/70R18 116T.

The GEOLANDAR X-CV tires being supplied for the Tundra and Sequoia feature a specially tuned tread pattern and a newly developed compound that fulfill both models' need for superior steering stability and the excellent braking performance on both dry and wet roads. The tread pattern and new compound also achieve the normally difficult combination of outstanding wear resistance and greatly reduced rolling resistance.

The GEOLANDAR X-CV represents a new dimension in highway terrain tires, which focus on high-speed performance and maneuverability. 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 market.

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 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 being supplied for Toyota's new Tundra and Sequoia.



Toyota's new Tundra (left) and Sequoia (right)

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