

November 17, 2022
For immediate release

Contact:
Corporate Planning Department
Corporate Communications Section
Phone: 81-3-5400-4531
Fax: 81-3-5400-4570

Yokohama Rubber's ADVAN tires coming factory-equipped on Honda's new SUV the ZR-V

Tokyo—The Yokohama Rubber Co., Ltd., announced today that it has begun supplying its ADVAN dB V552 tires as original equipment (OE) to Honda Motor Co., Ltd., for use on its new SUV, the ZR-V. The new SUV will go on sale in Japan and overseas. The new SUVs are being fitted with 215/60R17 96H and 225/55R18 98H size tires.

The ADVAN dB V552 is a premium comfort tire developed based on the concept of “an unprecedentedly* silent tire that changes the in-car atmosphere.” The tire realizes an amazingly calm in-vehicle atmosphere that helps provide a more pleasant in-car experience to drivers. The ADVAN dB V552 delivers the high maneuverability and quietness demanded by Honda's ZR-V, while reducing rolling resistance.

*Note : Use of “unprecedentedly” here refers to tires developed and marketed to date by Yokohama Rubber

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. In 2022, Yokohama Rubber has introduced a new ADVAN Sport V107 and the ADVAN NEOVA AD09 high-performance street tire as part of its effort to also expand sales of ADVAN tires in the replacement tire market.



*Tire shown in photo differs in size from those installed on the new ZR-V (wheel shown is not standard equipment)



Honda's new ZR-V

*The above photo is used with the permission of Honda Motor Co., Ltd. Reprint or other usage of this image is strictly prohibited.