

November 29, 2022  
For immediate release

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## Yokohama Rubber's ADVAN tires coming factory-equipped on Nissan's ELGRAND

Tokyo—The Yokohama Rubber Co., Ltd., announced today that it is supplying its ADVAN V51 tires as original equipment (OE) to Nissan Motor Co., Ltd., for use on the automaker's ELGRAND MPV, which was recently launched with some specification enhancements. The MPV is being fitted with 225/55R18 98V size tires.

The ADVAN V51 is a high-performance tire in YOKOHAMA's global flagship ADVAN brand. The tires being supplied feature a high level of quietness that befits the ELGRAND, achieved by applying specialized tuning to their tread pattern and compound. In addition, their high structural rigidity can demonstrate exceptional steering stability.

The ELGRAND is a premium minivan with a spacious interior that includes features similar to those in a luxury sedan. The ELGRAND comes with advanced safety technologies, such as "Nissan Safety Assist 360," a multidirectional drive support system that includes an intelligent emergency braking function and a system prevents collisions in the event of the driver accidentally stepping on the gas pedal. The ELGRAND also features excellent handling stability achieved by a low center of gravity platform and the stable driving performance that has been highly evaluated by owners of previous ELGRAND models for many years.

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.



ADVAN V51



The ELGRAND

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