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For immediate release

Contact:
Corporate Planning Department
Corporate Communications Section
Phone: 81-463-63-0414
Fax: 81-463-63-0552

Yokohama Rubber's BluEarth tires to come factory-equipped on Toyota's new Prius and Prius PHEV

Hiratsuka, Japan—The Yokohama Rubber Co., Ltd. announced today that it is supplying its BluEarth-GT AE51 and BluEarth-FE AE30 tires as original equipment (OE) for Toyota Motor Corporation's new Prius, which went on sale in Japan and globally in January, 2023, and the new Prius PHEV, to be launched from this spring. The tire sizes are 195/50R19 88H for the BluEarth-GT AE51 and 195/60R17 90H for the BluEarth-FE AE30.

BluEarth is a YOKOHAMA's global tire brand based on the concept of being “environmentally, human, and socially friendly”.

The BluEarth-GT AE51 incorporates the basic design and materials technology used in the BluEarth brand, and their superior driving, comfortable and environmental performance make them outstanding grand touring tires. The new BluEarth-GT AE51 delivers high steering stability and uses a newly developed compound to combine reduced rolling resistance and wet performance. In addition, a comfortable ride has also been achieved by tuning the structure.

The BluEarth-FE AE30 is a BluEarth standard tire with improved fuel-efficiency. It demonstrates excellent fuel-efficiency and a high level of balance between basic performance properties such as quietness, comfortable performance, a comfortable ride, and long life. For the new BluEarth-FE AE30, a new profile and compound have been developed to combine reduced rolling resistance and wet performance to a high level. In addition, steering stability and quietness have also been achieved by tuning the structure.

Yokohama Rubber is aggressively developing tires employing its leading-edge BluEarth tire technology, and many of these tires are now coming factory-equipped not only on gasoline-powered vehicles but hybrid cars and EVs such as a wide variety of new car models, including the latest-model sedans, SUVs, sports cars, and compact cars.



BluEarth-GT AE51



BluEarth-FE AE30



New Prius

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