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For immediate release

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Yokohama Rubber's ADVAN tires coming factory-equipped on Toyota's new GR Corolla

Hiratsuka, Japan—The Yokohama Rubber Co., Ltd., announced today that it is supplying its ADVAN APEX V601 tires as original equipment for Toyota Motor Corporation's new GR Corolla, which was launched in Japan in early 2023 and has been gradually introduced to the overseas markets. The GR Corolla is being fitted with 235/40R18 91W size tires.

The ADVAN APEX V601 tire being fitted on the GR Corolla is a high-performance summer tire that features the latest tire technologies as well as an asymmetric tread pattern reminiscent of that first used on one of the Company's most historically important tires, the YOKOHAMA A008. The ADVAN APEX V601 tires provide the GR Corolla with strong gripping power as well as superior wet performance and handling performance.

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 expanding the adoption of ADVAN and GEOLANDAR tires as original equipment on new cars. Yokohama Rubber also is strengthening sales of its ADVAN flagship brand in the replacement tire market, where it introduced its ADVAN Sport V107 global flagship tire and the ADVAN NEOVA AD09, a new high-performance street sports tire, in 2022.



ADVAN APEX V601

*Tire shown in photo differs in size from those used on the GR Corolla.
(wheel shown is not standard equipment)



The new GR Corolla

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(The photo was changed on January 31, the day after the press release was published)