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For immediate release

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Yokohama Rubber introduces GEOLANDAR A/T XD, an all-terrain tire for commercial pickup trucks, in North America and Australia

Hiratsuka, Japan—The Yokohama Rubber Co., Ltd., announced today that in March it launched sales gradually in North America and Australia of GEOLANDAR A/T XD, a new tire in its GEOLANDAR brand of tires for SUVs and pickup trucks. The GEOLANDAR A/T XD is an all-terrain tire designed for use especially on large commercial vehicles, such as full-size pickup trucks. It is being made available in 28 sizes.

The GEOLANDAR A/T XD is an all-terrain tire able to withstand the harsh conditions and environments in which commercial vehicles used in mining and agricultural work are operated. The tire's development focused on improving its durability to enhance drivability in the roughest conditions, including offroad and on snow, and ensuring a long mileage. The tire has received the "Three-Peak Mountain Snowflake Symbol" given to tires deemed suitable for use as winter tires in severe snow condition.

Given the growing global popularity of SUVs and pickup trucks in recent years, Yokohama Rubber has accelerated its development and introduction of new additions to the GEOLANDAR series as well as expanded size lineups. In addition to the all-terrain GEOLANDAR A/T XD, the diverse GEOLANDAR brand lineup includes the GEOLANDAR A/T G015, a standard tire suitable for use in on- and off-road driving, and the GEOLANDAR X-AT, a tire developed to meet the needs of drivers who want to tune and dress up their vehicles for off-road driving.

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, and various winter tires. Toward that end, Yokohama Rubber is expanding product lineups and strengthening its marketing of tires that respond to specific trends in each regional market. In 2023, the company is focusing on expanding sales of GEOLANDAR tires and plans to launch several new additions to the brand lineup in the third quarter and expand the available sizes of existing tires. Yokohama Rubber also is enhancing its presence in the North American market, where its GEOLANDAR tires are now original equipment on Toyota Motor Corporation's new Tundra full-size pickup truck and its new Sequoia full-size SUV.



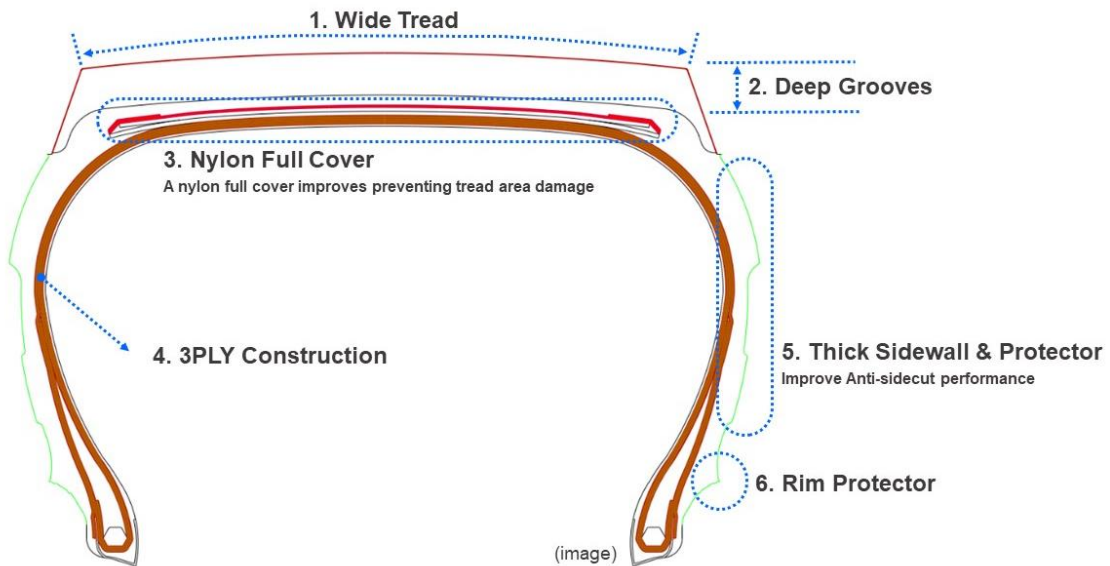
**GEOLANDAR
A/T^{XD}**

Available Sizes

Inches	Tire Sizes	Inches	Tire Sizes
20	LT265/60R20 121/118Q	17	LT235/80R17 120/117Q
	LT275/65R20 126/123Q		LT245/75R17 121/118Q
	LT275/60R20 123/120Q		LT245/70R17 119/116Q
	LT275/55R20 120/117Q		LT265/70R17 121/118Q
	LT285/60R20 125/122Q		LT285/70R17 121/118Q
	LT295/65R20 129/126Q		35×12.50R17 LT 121Q
	LT305/55R20 121/118Q	16	LT215/85R16 115/112Q
	33×12.50R20 LT 114Q		LT225/75R16 115/112Q
	35×12.50R20 LT 121Q		LT235/85R16 120/116Q
18	LT265/70R18 124/121Q	LT245/75R16 120/116Q	
	LT265/65R18 122/119Q	LT265/75R16 123/120Q	
	LT275/70R18 125/122Q		
	LT275/65R18 123/120Q		
	LT285/75R18 129/126Q		
	LT285/65R18 125/122Q		
	LT295/70R18 129/126Q		
	35×12.50R18 LT 123Q		

Reference materials

Construction



Tread pattern

New aggressive block pattern offers good off-road traction on various surfaces and appearance

Hybrid 2-3 Center Blocks

- Reduce Pattern Noise
- Make Comfort Ride



(image)

Aggressive Shoulder Blocks

- Good Traction



(image)

- Deep & Wide Grooves provide outstanding off-road traction and mileage
- Deep Wavy Sipes provide shorter distances on slippery surfaces and wet roads

Deep & Wide Grooves

- Good Off-road Traction
- Mileage/Long Tread Life



(image)

Deep Wavy Sipes

- Good Traction on Wet Road



(image)

Lateral protrusions installed on the bottom of void area enhance off-road performance

Lateral Protrusions in Void Area

- Good Mud & Snow Traction
- Prevent Biting Mud & Rocks



(image)

Sidewall design

The 2-in-1 Side Blocks lasting from tread blocks enhance durability and off-road traction
 Additionally, the large side blocks offer aggressive appearance

2 in 1 Large Side Blocks

- Durability & Good Off-road Traction
- Aggressive Appearance



(image)

Raised Black Letters

- Good Visibility



(image)

Profile & Contact shape

Contact Shape : Balanced off-road traction and tread life

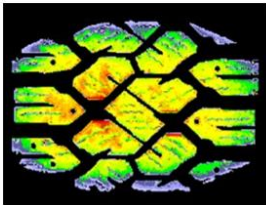
GEOLANDAR A/T XP

Contact Shape

Wider & Square

Feature

Off-road Traction & Tread Life



(image)

GEOLANDAR A/T G015

Contact Shape

Square

Feature

Tread Life



(image)

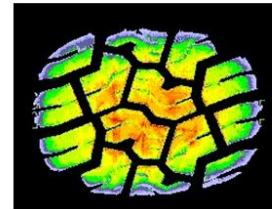
GEOLANDAR X-AT

Contact Shape

Round

Feature

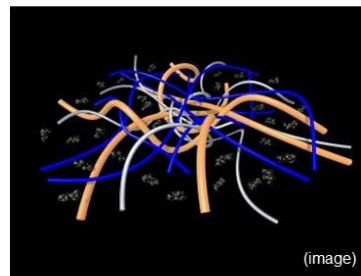
Off-road Traction



(image)

Compound

High Hardness Compound: contributes to longer tread life, preventing cut & chipping, better handling and off-road traction



(image)