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For immediate release

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## **Yokohama Rubber supplying AVID tires in North America as OE on Subaru's new Impreza**

Hiratsuka, Japan—The Yokohama Rubber Co., Ltd., announced today that it has begun delivering tires to Subaru Corporation for use as original equipment (OE) on the automaker's new Impreza in North America, for which Subaru will begin taking orders this spring. The new Impreza cars will come with AVID S34 tires (size P225/40R18 88V).

The AVID S34 is one of the tires in Yokohama Rubber's AVID series of all-season tires for passenger cars sold in the North American market, and it features the "M+S" (mud & snow) marking on its sidewall.

The AVID S34 tires being supplied as OE on the new Impreza in North America have a wide tread that ensures a larger contact area, providing stable driving performance not only on dry roads but also on snow. The tread pattern design features a large number of grooves that effectively grip the surface of snowy roads and improve the vehicle's safety and performance in snowy conditions. The tire's structure also has been enhanced to reduce vehicle wobble during lane changes.

The Impreza is a standard model in the Subaru lineup that provides drivers with superior safety and dynamic sensation unusual for a car in its class. Past Impreza models are known for their sporty yet casual design, excellent driving performance that delivers an enjoyable driving experience, advanced safety equipment that provide peace of mind, and a range of utility features that both the driver and passengers can fully enjoy. While inheriting these features of past models, the all-new Impreza has been enhanced by the inclusion of many of Subaru's latest and most advanced technologies, significantly enhancing the car's safety performance and dynamic driving sensation. \*

\*Abridged translation of Subaru's January 13, 2023, news release "Subaru unveils the all-new Impreza (Japanese specifications prototype)" ([https://www.subaru.co.jp/news/2023\\_01\\_13\\_170612/](https://www.subaru.co.jp/news/2023_01_13_170612/))

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.



AVID S34



The new Impreza

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