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For immediate release

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Yokohama Rubber's GEOLANDAR tires coming factory-equipped on Mazda's new MAZDA CX-90

Hiratsuka, Japan—The Yokohama Rubber Co., Ltd., announced today that it is supplying its GEOLANDAR X-CV tires as original equipment (OE) to Mazda Motor Corporation for use on the automaker's new crossover SUV, the MAZDA CX-90, sales of which were launched in the United States in April 2023. The CX-90 is being fitted with 265/55R19 109V size tires.

*The CX-90 is not sold in Japan.

The GEOLANDAR X-CV represents a new dimension in highway terrain tires that Yokohama Rubber developed to meet the M+S (mud & snow) standard for high-performance crossover SUVs, which have increasingly focused on high-speed performance and maneuverability in recent years. In addition to contributing to superior handling performance and a comfortable ride, the tire also achieves low rolling resistance.

The tires being supplied as OE for MAZDA CX-90 were developed by utilizing specialized tuning to match their tread pattern, profile, and tire structure to the vehicle characteristics, while also using Yokohama Rubber's proprietary HAICoLab*, an AI-based development framework that aims to foster new discoveries and digital innovation by merging human inspiration and creativity with AI's enormous data processing capability. To achieve the highly quiet ride, an optimal pitch sequence was obtained using evolutionary computation (genetic algorithms), one of the technologies incorporated in HAICoLab. The innovative technologies applied in development of the tires are based on new knowledge obtained by collecting actual data and virtual data generated by simulations and then using AI's predict, analyze and search functions.

* An acronym for "Humans and AI ColLaborate" for digital innovation

The MAZDA CX-90 is a new three-row crossover SUV that offers a significant evolution in environmental and safety performance and greater joy of driving. In the SUV market where demand is strong globally, the CX-90 represents MAZDA's new flagship model and it will be launched primarily in North America. Based on the "For the Voyage of your life" concept, the CX-90 offers greater comfort, functionality, and safety performance, making driving more enjoyable and travel with several friends and family more pleasant.

Under Yokohama Rubber’s three-year (2021–2023) 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.



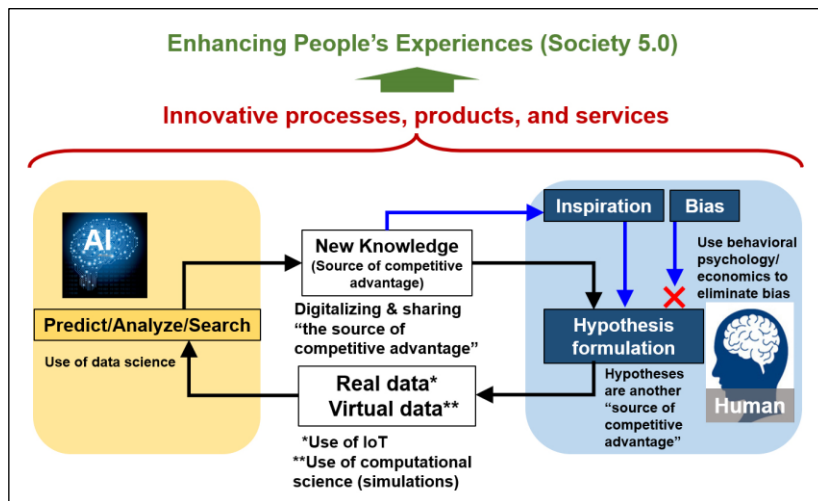
GEOLANDAR X-CV

*The tire shown in photo differs in size from those installed on the new MAZDA CX-90



New MAZDA CX-90

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HAICoLab conceptual diagram