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For immediate release

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Yokohama Rubber's ADVAN V61 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 ADVAN V61 tires as original equipment (OE) to Mazda Motor Corporation for use on the automaker's new crossover SUVs, the MAZDA CX-90, sales of which will be launched in Australia and other markets. The tire size-being supplied is 265/55R19 109V. The MAZDA CX-90 SUVs launched in the U.S. market are being equipped with the GEOLANDAR X-CV tires for high-performance crossover SUVs. *The CX-90 is not sold in Japan.

The ADVAN V61 tire being supplied as OE is a high-performance tire in YOKOHAMA's global flagship ADVAN brand. The tire contributes to the MAZDA CX-90's superior handling performance while also contributing to a comfortable and quiet ride for everyone in the cabin. In addition, the ADVAN V61 is highly wear resistant and displays exceptional hydroplaning resistance that provides superior wet grip performance. The tire also achieves low rolling resistance, a feature usually considered incompatible with these other characteristics.

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 expanding the adoption of ADVAN and GEOLANDAR tires as original equipment on new cars.

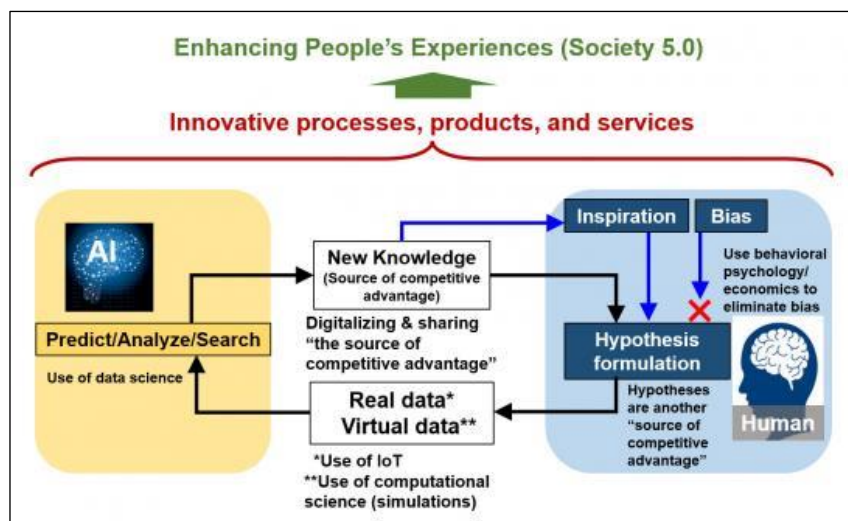


ADVAN V61



New MAZDA CX-90 (Australian specifications)

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HAICoLab conceptual diagram