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For immediate release

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## Yokohama Rubber's ADVAN Sport V107 tires coming factory-equipped on Porsche's Cayenne

Hiratsuka, Japan—The Yokohama Rubber Co., Ltd., announced today that has begun supplying its ADVAN Sport V107 tires to Porsche AG as original equipment for the German automaker's facelift model of Cayenne. The Cayenne is being fitted with 285/40R22 110Y front tires and 315/35R22 111Y rear tires.

The ADVAN Sport V107 is an ultra-high performance tire under the ADVAN brand, YOKOHAMA's global flagship tire brand. The tire is targeted for use on three premium car categories—premium high-performance cars, premium high-performance SUVs, and premium electric vehicles (EVs). The tires are jointly developed with leading premium car manufacturers and put through rigorous testing at Yokohama Rubber's test center at the Nürburgring, widely considered to be the world's most demanding test course. The ADVAN Sport V107 being fitted on the Cayenne facelift model was jointly developed with Porsche. The tread pattern is designed to deliver a quiet ride, and the tire's groove area and a specially developed compound have been adjusted to achieve superior performance in dry and wet road conditions. The application of Yokohama Rubber's proprietary mound profile technology, which evenly distributes surface contact pressure, further enhances the tires' dry performance and wear resistance. In addition, the tires' carcass material, which forms the tire's skeleton, includes a specialized material that helps deliver the excellent steering stability that is essential for high-power premium cars. Porsche has used YOKOHAMA tires as OE on its Cayenne from the initial model and the tire's sidewall bears Porsche's "NC0" mark, a recognition granted to the select group of the world's tire makers that supply OE tires to Porsche.

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 Sport V107

\*Tire shown in photo differs in size from those installed on the Cayenne