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For immediate release

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## Yokohama Rubber's ADVAN V35 tires coming factory-equipped on the Porsche Cayenne

Hiratsuka, Japan—The Yokohama Rubber Co., Ltd., announced today that it is supplying its ADVAN V35 tires as original equipment (OE) to Porsche AG for use on the automaker's facelift model of the Cayenne premium SUV, which is sold worldwide. The tire sizes are 285/40R22 110V for the front and 315/35R22 111V for rear. The Cayenne SUVs are also being fitted with ADVAN Sport V107 ultra-high performance tires.

The ADVAN V35 is an ultra-high performance tire from Yokohama Rubber's global flagship tire brand, the ADVAN series. Developed to ensure a safe driving experience on a wide range of road conditions from dry to wet or snowy\*, it bears the "M+S (mud & snow)" marking on its sidewall. In addition, it enhances the vehicle's fuel efficiency while also providing superior drivability and safety. Developed in collaboration with Porsche, the tread pattern of the original equipped tire was specially tuned to achieve improved snow performance while also maintaining a high level of rolling resistance, which are two features that are difficult to achieve simultaneously. The "NC0" mark on the side of each tire indicates Porsche's approval.

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.

\*Although this tire was developed to also be capable of driving in shallow snow, it cannot be used as a winter tire. If you are planning to drive in snowy areas or on icy roads, the tires will need to be replaced with studless tires or other winter tires.



ADVAN V35

\*Left: 285/40R22 110V front tire, right: 315/35R22 111V rear tire