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For immediate release

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Yokohama Rubber's ADVAN dB V551 and ASPEC A349 tires coming factory-equipped on Honda's new Odyssey

Hiratsuka, Japan—The Yokohama Rubber Co., Ltd., announced today that it is supplying its ADVAN dB V551 and ASPEC A349 tires as original equipment (OE) to Honda Motor Co., Ltd. for use on the automaker's new minivan, Odyssey, which will be launched in Japan in December 2023. The Odyssey is being equipped with the ADVAN dB V551 in the 225/50R18 95V size, and the ASPEC A349 in the 215/60R17 96H size.

The ADVAN dB V551 is a premium comfort tire that achieves both advanced noise reduction and the uncompromised stability of the global flagship ADVAN brand. It also boasts excellent environmental performance. The ASPEC A349 is a summer tire for passenger cars. It features excellent driving and safety performance, enabling a comfortable ride. Both tires offer excellent driving stability, high rigidity, and a comfortable ride befitting the Odyssey, a luxury minivan.

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 dB V551

* The tire shown in photo differs in size from those installed on the new Odyssey. (wheel shown is not standard equipment)



ASPEC A349

* The tire shown in photo differs in size from those installed on the new Odyssey.



New Odyssey

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