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For immediate release

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Yokohama Rubber's ADVAN V61 tires coming factory-equipped on the new Lexus LBX

Hiratsuka, Japan—The Yokohama Rubber Co., Ltd., announced today that it is supplying its ADVAN V61 tires as original equipment (OE) to Lexus for use on the new compact SUVs, the LBX, sales of which will be launched in Japan, Europe, Asia and other markets in December 2023. The new LBX is being fitted with 225/55R18 98H and 225/60R17 99H.

The ADVAN V61 tire being supplied as OE is a high-performance tire in YOKOHAMA's global flagship ADVAN brand. The tires feature specially tuned tread, side walls and compound that deliver the stable handling and comfortable ride befitting a luxury compact SUV such as the LBX, while maintaining low rolling resistance and performance in dry and wet conditions.

The supplied tires were developed by taking advantage of 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. 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

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.



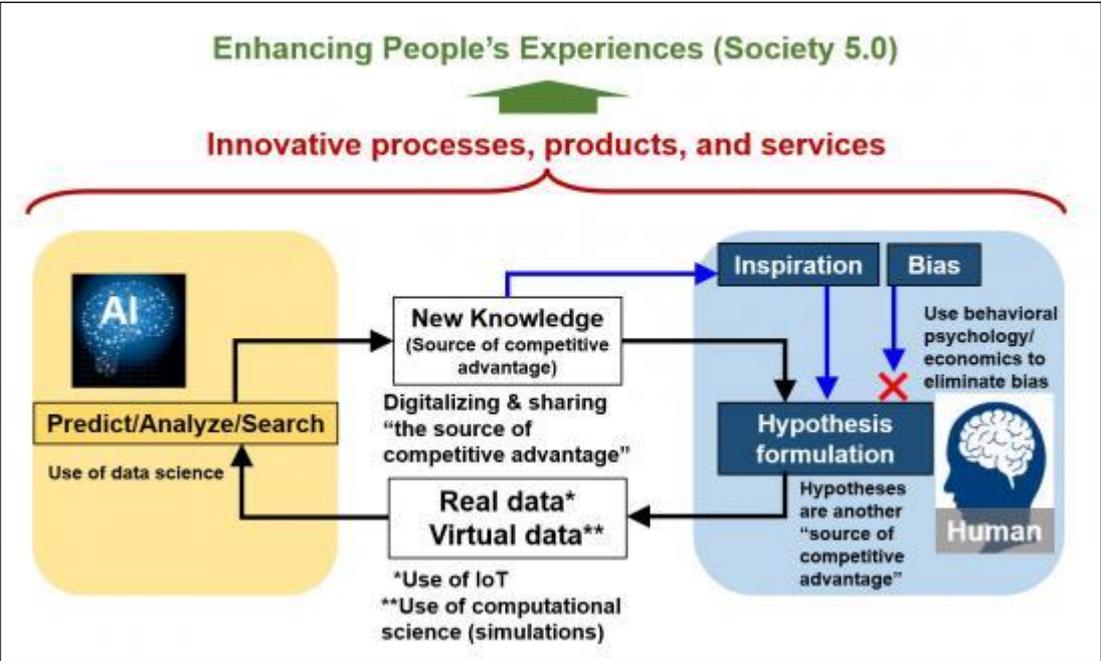
ADVAN V61

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



New LBX

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HAICoLab conceptual diagram