

December 26, 2023  
For immediate release

Contact:  
Corporate Planning Department  
Corporate Communications Section  
Phone: 81-463-63-0414  
Fax: 81-463-63-0552

## **Yokohama Rubber introduces ADVAN dB V553, a superbly quiet, premium comfort tire**

Hiratsuka, Japan—The Yokohama Rubber Co., Ltd. today introduces the newest tire to its lineup—the ADVAN dB V553 is a premium comfort tire that will provide a superbly quiet ride throughout its useful lifespan. The ADVAN dB V553 initially will be launched in Japan and Asian markets from February 2024. Yokohama Rubber plans to provide the new tire in 46 sizes, ranging from 225/45R21 95W to 155/65R14 75H.

The ADVAN dB V553 is a successor to the ADVAN dB V552 unveiled in 2017. The new tire was developed under the concept of a “premium comfort tire with sustainably superb quietness.” The new ADVAN dB V553 was developed to provide drivers and passengers with a superbly quiet, comfortable, and safe ride over its entire useful lifespan. In addition to enhancing the quietness of its predecessor the ADVAN dB V552, which has been highly regarded as a quiet tire, the ADVAN dB V553 features a construction that slows the deterioration of the tire’s quietness and wet performance typically caused by the usual wear during a tire’s normal lifespan.

The development of ADVAN dB V553 included creating a new tread pattern design and optimal structures for each tire size. As a result, noise energy is reduced both when the tire is new and after a certain amount of wear compared to its predecessor. The compound used in ADVAN dB tires provides the tire with an excellent balance of fuel efficiency, wet performance, and wear resistance. The tire’s design also enhances its wear resistance and wet performance when it begins to display some degree of wear. The sidewalls of ADVAN dB V553 feature a pattern that gives an image of tranquility in rain and a distinctly stylish logo design, which together present an image worthy of a premium comfort tire.

The ADVAN dB V553 also bears Yokohama Rubber’s proprietary “E+” mark indicating that the tire is suitable for use on electrified vehicles. In addition to placing the “E+” mark on the tire’s sidewall, Yokohama Rubber is prominently displaying the “E+” mark in its tire catalogs and websites so that customers can readily identify the ADVAN dB V553 as a tire that incorporates technologies that meet the special needs of electrified vehicles, such as low electricity consumption and quietness. In addition, Yokohama Rubber is using electricity derived from renewable energy sources in its production of the tires.

Under Yokohama Rubber’s three-year (2021–2023) medium-term management plan 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.



## Available sizes

Inches	Aspect ratio (%)	Tire sizes	Inches	Aspect ratio (%)	Tire sizes		
21	45	225/45R21 95W	17	45	205/45R17 88W XL		
20	40	245/40R20 99W XL			215/45R17 91W XL		
19	40	235/40R19 96Y XL			225/45R17 91W		
		245/40R19 98W XL			245/45R17 99W XL		
	45	225/45R19 96W XL		50	205/50R17 93W XL		
		245/45R19 102Y XL			215/50R17 95V XL		
	50	195/50R19 88H			225/50R17 94W		
		245/50R19 101W		55	215/55R17 94W		
	55	225/55R19 103V XL			225/55R17 97W		
	18	35		265/35R18 97W XL	60	195/60R17 90H	
40		225/40R18 92W XL		215/60R17 96H			
		235/40R18 95W XL		225/60R17 99H			
		245/40R18 97Y XL		65	225/65R17 106V XL		
45		215/45R18 93W XL			16	55	195/55R16 87V
		225/45R18 95W XL	205/55R16 91W				
		235/45R18 98W XL	60	195/60R16 89V			
		245/45R18 100W XL		205/60R16 92V			
50		225/50R18 99W XL	215/60R16 95V	15	55	165/55R15 75V *	
		235/50R18 97W	60		185/60R15 84H *		
		245/50R18 100W	65		175/65R15 84H *		
55		185/65R15 88H *					
60		225/60R18 104W XL	195/65R15 91H		14	65	155/65R14 75H *

\* V553A tread pattern