

February 20, 2024
For immediate release

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

Yokohama Rubber joins GDSO, an organization promoting industry standards for tire data

Hiratsuka, Japan—The Yokohama Rubber Co., Ltd., announced today that since January 2024 it has become a full member of the Global Data Service Organisation for Tyres and Automotive Components (GDSO), an international non-profit association promoting standardization and access to data related to tires. As a GDSO member, Yokohama Rubber will comply with industry standards promoting individual tire identification management.

Aiming to make it easier for tire manufacturers and other organizations in the tire value chain to access and efficiently use tire data, GDSO seeks to establish global agreements on standardizing tire-related data, defining solutions using data access, developing the solutions for accessing tire data online, and establishing a Web-based service that will facilitate access to that data. With this regard, GDSO already developed a platform to allow tire's data sharing starting from a serialized tire's identity captured using different technologies, including the radio frequency identification (RFID). GDSO is working to create a new service to collect critical information along the tire's life cycle.

Yokohama Rubber will participate in GDSO activities to promote the construction of a platform for utilizing various data related to tires. In addition, the Company will comply with tire industry standards by providing access to accurate, reliable, and up-to-date data on our tire data management platform and by developing and maintaining applications needed to access that data.

RFID is a wireless communication technology using radio waves to read and write data on tags embedded in a product without the need for physical contact with the product. Using RFID with tires will facilitate tire identification management. In addition to enabling traceability that will enhance tire safety by facilitating tire manufacturers' quality assurance (response to defects, elimination of counterfeit products, etc.) and ability to track the tire through production, installation, and maintenance, RFID is expected to raise the efficiency of inventory management and logistics at factories and warehouses. Yokohama Rubber has completed the technical development of tires equipped with RFID and going forward will consider how to enhance the customers' needs leveraging on RFID technology using the specific data for a specific tire.

[About GDSO]



STANDARDIZE. SHARE. SIMPLIFY.

Name: GDSO (Global Data Service Organization for Tyres and Automotive Components)

Established: January 2022 in Brussels, Belgium

Web Site: <https://gdsso.org/Home>

* The GDSO logo mark above is used with the permission of GDSO. Reprint or other usage of this image without prior permission GDSO is strictly prohibited.