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For immediate release

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Yokohama Rubber's BluEarth-XT AE61 tires coming factory-equipped on Toyota's new YARIS CROSS

Hiratsuka, Japan—The Yokohama Rubber Co., Ltd., announced today that it is supplying its BluEarth-XT AE61 tires as original equipment (OE) to Toyota Motor Corporation for use on the automaker's new compact SUV, YARIS CROSS, which was launched in Thailand in October 2023. The YARIS CROSS is being fitted with 215/60R17 96H and 215/55R18 95V size tires.

*The new YARIS CROSS is not available in Japan.

The BluEarth-XT AE61 is a summer tire developed specifically for use on crossover urban SUVs. The tire contributes to high steering stability worthy of YARIS CROSS thanks to its specially tuned profile, in addition to the advantages of its lightweight design and further reduced rolling resistance. The performance of the tire was achieved using a proprietary system to predict the values of key tire characteristics based on 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

Yokohama Rubber is aggressively developing tires employing its leading-edge BluEarth tire technology, and many of these tires are now coming factory-equipped on gasoline-powered vehicles, hybrid cars and EVs such as a wide variety of new car models, including the latest-model sedans, SUVs, sports cars, and compact cars.



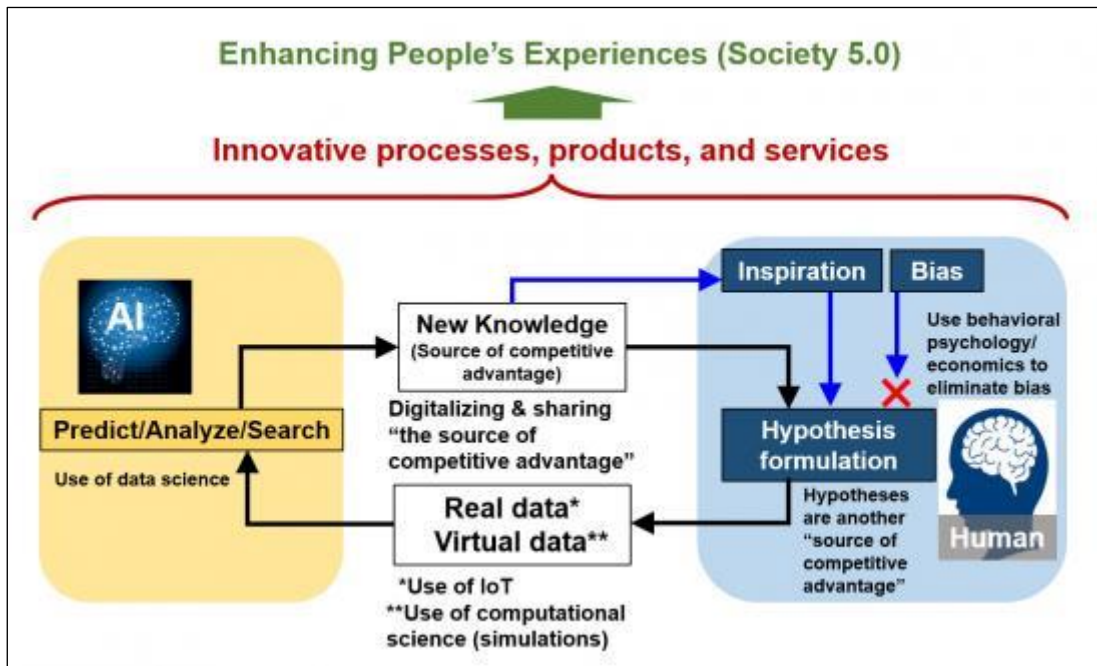
BluEarth-XT AE61

*Tire shown in photo differs in size from those installed on the YARIS CROSS



New YARIS CROSS

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HAICoLab conceptual diagram