

March 29, 2024
For immediate release

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

Yokohama Rubber's ADVAN Sport V107 tires coming factory-equipped on the new Mercedes-AMG CLE 53 4MATIC+ Coupé

Hiratsuka, Japan—The Yokohama Rubber Co., Ltd., announced today that it is supplying its ADVAN Sport V107 tires as original equipment (OE) for the new Mercedes-AMG CLE 53 4MATIC+ Coupé, which was presented in December 2023. The Coupé is being fitted with 265/40ZR19 (102Y) front tires and 295/35ZR19 (104Y) rear tires.

The ADVAN Sport V107 is an ultra-high performance tire under the ADVAN brand, YOKOHAMA's global flagship tire brand, and is targeted for use on premium car categories. The tires are jointly developed with leading premium car manufacturers and put through rigorous testing at Yokohama Rubber's test center at the Nürburgring, widely considered to be the world's most demanding test course. The ADVAN Sport V107 being fitted on the new CLE 53 4MATIC+ Coupé was jointly developed with Mercedes-AMG. The tread pattern is designed to deliver a quiet ride, and the tire's groove area and a compound have been adjusted to achieve superior performance in dry and wet road conditions. The application of Yokohama Rubber's proprietary mound profile technology, which evenly distributes surface contact pressure, further enhances the tires' dry performance. Additionally, the optimized casing rigidity contributes to the excellent steering stability that is essential for high-power premium cars while also improving fuel efficiency. The tire accordingly features the Mercedes-AMG's "MO1" mark of approval on the sidewall. In addition to the new CLE 53 4MATIC+ Coupé, the ADVAN Sport V107 tires won factory fitments on a long list of Mercedes-AMG models. Currently, the tires are equipped on the EQS 53 4MATIC+ and the GLB 35 4MATIC.

Under Yokohama Rubber's three-year (2024–2026) medium-term management plan, Yokohama Transformation 2026 (YX2026), the consumer tire business aims to maximize the sales ratios of high-value-added tires. One of the key initiatives under this strategy is promoting the global flagship ADVAN brand tires and the GEOLANDAR brand tires for SUVs and pickup trucks as original equipment for new cars.



ADVAN Sport V107

*Tire shown in photo differs in size from those installed on the new Mercedes-AMG CLE 53 4MATIC+ Coupé