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For immediate release

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Yokohama Rubber's GEOLANDAR X-CV and GEOLANDAR A/T G31 tires coming factory-equipped on Toyota's new 250 series Land Cruiser

Hiratsuka, Japan—The Yokohama Rubber Co., Ltd., announced today that it is supplying its GEOLANDAR X-CV (pattern number: G057) and GEOLANDAR A/T G31 tires as original equipment (OE) to Toyota Motor Corporation for use on the automaker's new SUVs, the 250 series Land Cruiser, which launched worldwide in April 2024. The new SUVs are being fitted with two sizes of GEOLANDAR X-CV—245/70R18 110H and 265/60R20 112H—and two sizes of GEOLANDAR A/T G31—245/70R18 110H and 265/65R18 114V.

The GEOLANDAR X-CV represents a new standard in highway terrain tires, which focus on high-speed performance and maneuverability. Meanwhile, the GEOLANDAR A/T G31 is an all-terrain tire that considers fuel efficiency, silence, and other environmental performance factors along with off-road driving performance. Both tires achieve a high level of steering stability while reducing rolling resistance and exterior noise. At the same time, they realize a balance in performance ideally suited to the new 250 series Land Cruiser with its ability to perform a diverse range of applications.

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 CoLaborate" for digital innovation

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.



GEOLANDAR X-CV

* The tire shown in the photo differs in size from those installed on the new 250 series Land Cruiser.



GEOLANDAR A/T 251

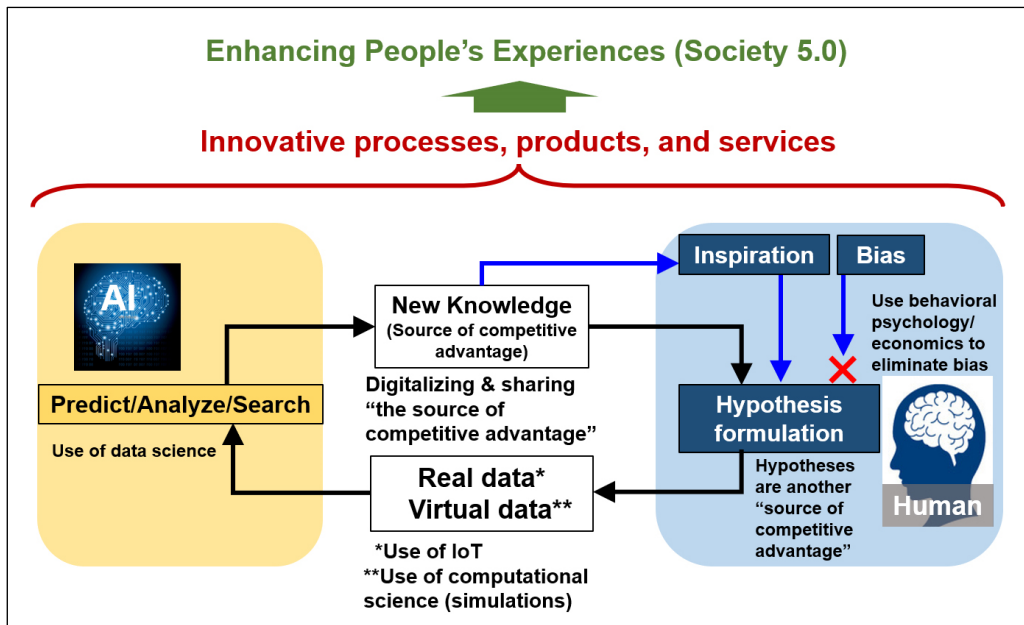
*The tire size in the photo is 265/65R18 114V



All-new 250 series Land Cruiser

*The above photo is used with the permission of Toyota Motor Corporation.

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HAICoLab conceptual diagram