

May 14, 2024
For immediate release

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

Yokohama Rubber to expand motorsports tire production capacity at its Mishima Plant

Hiratsuka, Japan—The Yokohama Rubber Co., Ltd., today announces its plan to expand motorsports tire production capacity at its Mishima Plant in Mishima City, Shizuoka Prefecture. Yokohama Rubber will invest about ¥3.8 billion in a new line that will produce 18-inch and larger motorsports tires, expanding the plant's capacity for motorsports tires by 35%. Construction will begin in the third quarter of 2024, and production on the new line is planned to begin near the end of 2026 and be brought up to full capacity in the third quarter of 2027.

Yokohama Rubber is expanding sales of its high-performance ADVAN tires in motorsports tire markets in Japan and other countries. The high market evaluation of ADVAN tires has led to a strong increase in orders that has created a chronic order backlog. Yokohama Rubber therefore has decided to expand production capacity to meet current demand and an expected increase in demand in the future. The capacity expansion is expected to support increased sales of ADVAN tires, including the ADVAN A052, which has received particularly high evaluations from the motorsports market.

The consumer tire strategy in Yokohama Rubber's new three-year (2024–2026) medium-term management plan, Yokohama Transformation 2026 (YX2026), aims to maximize the sales ratios of high-value-added tires by expanding sales of YOKOHAMA's global flagship ADVAN brand, the GEOLANDAR brand of tires for SUVs and pickup trucks, winter tires, and 18-inch and larger tires. The Company also is implementing "Product and Regional Strategies" focused on strengthening the development, supply, and sale of tires that respond to specific trends in each regional market.



Aerial view of the Mishima Plant