

June 3, 2024
For immediate release

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

Yokohama Rubber's GEOLANDAR X-CV tires coming factory-equipped on Mazda's new MAZDA CX-70

Hiratsuka, Japan—The Yokohama Rubber Co., Ltd., announced today that it is supplying its GEOLANDAR X-CV (Pattern No. G057H) tires as original equipment (OE) to Mazda Motor Corporation for use on the automaker's new crossover SUV, the MAZDA CX-70, sales of which were launched in North America in April 2024. The tire size is 265/55R19 109V.

*The CX-70 is not sold in Japan.

The GEOLANDAR X-CV tire being supplied as OE represents a new standard in highway terrain tires that Yokohama Rubber developed to meet the M+S (mud & snow) standard for high-performance crossover SUVs, which have increasingly focused on high-speed performance and maneuverability in recent years. In addition to contributing to superior handling performance and a comfortable ride, the tire also achieves low rolling resistance.

The tires being supplied as OE for MAZDA CX-70 were developed by utilizing specialized tuning to match their tread pattern, profile, and tire structure to the vehicle characteristics, while also using 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. To achieve the highly quiet ride, an optimal pitch sequence was obtained using evolutionary computation (genetic algorithms), one of the technologies incorporated in HAICoLab. 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

The MAZDA CX-70 is the two-row mid-size SUV that offers either an inline-six turbo with a mild hybrid or a plug-in hybrid powertrain. In addition to its superior environmental and safety performance balanced with the joy of driving culminating from Mazda's signature human-centric philosophy, the CX-70's design and features complement customers' active lifestyles.

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.

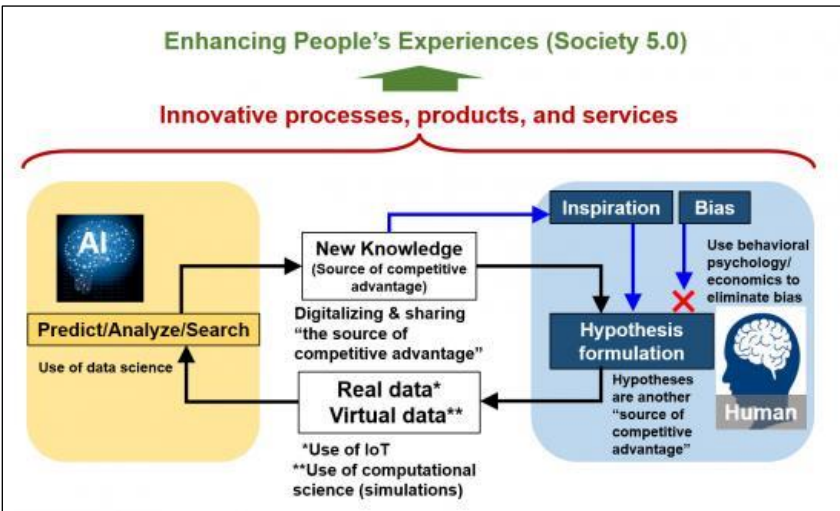


* The tire shown in photo differs in size from those installed on the new MAZDA CX-70.



New MAZDA CX-70

*The above photo is used with the permission of Mazda Motor Corporation. Reprint or other usage of this image without prior permission from Mazda Motor Corporation is strictly prohibited.



HAICoLab conceptual diagram