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For immediate release

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Yokohama Rubber's GEOLANDAR G94 tires coming factory-equipped on Mitsubishi's Pajero Sport

Hiratsuka, Japan—The Yokohama Rubber Co., Ltd., announced today that it has begun supplying its GEOLANDAR G94 tires as original equipment (OE) to Mitsubishi Motors Corporation for use on the automaker's Pajero Sport mid-size SUV, which was introduced in Thailand in March 2024. The Pajero Sport is being fitted with 265/60R18 110H size tires.

*Pajero Sport is not available in Japan.

The newly outfitted GEOLANDAR G94 is an all-terrain SUV tire equipped with utility performance for running on various road surfaces. The tread rubber and profile are specially tuned to achieve a level of durability that can withstand harsh environments, all while reducing exterior noise and realizing both low rolling resistance and excellent steering stability.

The Pajero Sport embodies the Mitsubishi Motors-ness concept with latest state-of-the-art technology in all aspects – from the new engine 4N16 which provides the ultimate driving performance with the better fuel efficiency and superior controllability in all terrains by the unique technology; Super Select 4WD-II, to the elevated safety features across the board. The new Black – Burgundy interior is enhanced with new sporty premium looks while the refreshed exterior highlights more dynamic, aggressive lines.

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 the photo differs
in size from those installed on the Pajero Sport.



Pajero Sport

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