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For immediate release

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Yokohama Rubber's GEOLANDAR X-CV tires coming factory-equipped on the 2024 Lexus GX 550

Hiratsuka, Japan—The Yokohama Rubber Co., Ltd., announced today that it is supplying its GEOLANDAR X-CV (Pattern No. G057E) tires as original equipment (OE) to Lexus as an available option on the new luxury on-road SUVs, the GX 550. The tire sizes are 265/55R20 113V in North America and 265/55R20 109V in Japan. The 2024 GX 550 was launched in North America in April 2024, and general sales in Japan will begin this autumn.

The GEOLANDAR X-CV represents a new standard in highway terrain tires developed for high-performance crossover SUVs, which have increasingly focused on high-speed performance and maneuverability in recent years. Based on the replacement market tire of the same name, the GEOLANDAR X-CV being delivered to Lexus has been finely tuned to meet the high-performance standards of the new GX 550. In addition to significantly reducing rolling resistance, the tire provides outstanding steering stability and comfort and is highly reliable even in the harshest environments. The tire's sophisticated and stylish side design makes it particularly suitable for use on luxury SUVs, like Lexus GX 550.

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 size is 265/55R20 109V



New GX 550

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