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For immediate release

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Yokohama Rubber supplying its ADVAN Sport V107 for leading German automotive manufacturer's high-performance compact sports cars

Hiratsuka, Japan—The Yokohama Rubber Co., Ltd. announced today that it is supplying its “ADVAN Sport V107” tires as original equipment (OE) tires for the BMW M2 high-performance compact sports car that was launched by the German automaker BMW M GmbH in April 2024. The sizes are 275/35ZR19 (100Y) for the front and 285/30ZR20 (99Y) for the rear.

The “ADVAN Sport V107” is an ultra-high performance tire in Yokohama Rubber's global flagship ADVAN brand. The tires being supplied to the BMW M were jointly developed with the automaker. While employing a specialized tread pattern to combine their pass-by acceleration noise performance with steering stability, YOKOHAMA's original “Mound Profile” technology ensures more uniform surface contact that further contributes to their superior dry performance and wear resistance. The tires also have received the EU labeling system's highest “A” grade for wet performance. For the tires' carcass material, which forms the tire's skeleton, material designed for high-power premium cars has been adopted and delivers excellent steering stability. The tires were perfected through testing on the Nürburgring, which is widely considered to be the world's most demanding test course. BMW Group cars use OE tires from a select group of tire manufacturers, and the sidewall of all selected tires bear BMW's star mark symbol of approval, which indicates the German automaker's recognition of the tire manufacturers' technical capabilities, quality and reliability.

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.



* Tire shown in photo differs in size from those installed on the BMW M2.