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For immediate release

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Yokohama Rubber's BluEarth-Van RY55 tires coming factory-equipped on Honda's new commercial-use mini-EV, N-VAN e:

Hiratsuka, Japan—The Yokohama Rubber Co., Ltd., announced today that it is supplying its BluEarth-Van RY55 tires as original equipment (OE) to Honda Motor Co., Ltd. for use on the automaker's new commercial-use mini-EV (electric vehicle), N-VAN e:, which will be launched in Japan in October 2024. The N-VAN e: is being equipped with 145/80R13 82/80N LT size tires.

The BluEarth-Van RY55 is the first of YOKOHAMA's fuel-efficient BluEarth brand tires that is dedicated to vans. It provides both enhanced wear resistance and high wet performance. For the BluEarth-Van RY55 tires being supplied, in order to match the characteristics of the N-VAN e: EV, the tread rubber has been selected for excellent fuel efficiency and wear resistance and the tire profile and structure have been optimized to ensure wet grip performance and handling stability.

Yokohama Rubber is aggressively developing tires employing its leading-edge BluEarth tire technology, and many of these tires are now coming factory-equipped on gasoline-powered vehicles, hybrid cars and EVs such as a wide variety of new car models, including the latest-model sedans, SUVs, sports cars, and compact cars.



* The tire shown in photo differs in size from those installed on the new N-VAN e:. (wheel shown is not standard equipment)



New N-VAN e:

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