

December 26, 2024
For immediate release

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Yokohama Rubber's ADVAN Sport EV tires coming- factory-equipped on HUAWEI's Stelato S9

Hiratsuka, Japan—The Yokohama Rubber Co., Ltd., announced today that it has begun supplying its ADVAN Sport EV tires for use as original equipment on the new Stelato S9, an electric vehicle (EV) developed jointly by leading Chinese telecommunications equipment manufacturer HUAWEI and Beijing Automotive Group (BAIC Group) that was launched in China in August 2024. The Stelato S9 is being equipped with 245/45R20 103V size tires.

The ADVAN Sport EV is an ultra-high performance summer tire for premium EVs. Based on Yokohama Rubber's ADVAN Sport V107 tire for high-performance cars, the ADVAN Sport EV was developed to meet the needs of premium EV owners. By using a compound proven to reduce tire rolling resistance and attaching a special polyurethane foam called SILENTFOAM to the inside of the tire to reduce noise, Yokohama Rubber has achieved a level of low electricity consumption and quietness appropriate for premium EVs. The sidewall of the ADVAN Sport EV bears Yokohama Rubber's proprietary "E+" mark to indicate that it has special qualities suitable for electrified vehicles.

The Stelato S9 combines cutting-edge technologies such as an advanced driver assistance system with a luxurious interior featuring a large central control screen, offering an intelligent and enjoyable driving experience. In addition, the car's streamlined body design gives its exterior a stylish and ultra-modern appearance.

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. In the Chinese market, Yokohama Rubber is aiming to supply more tires for EVs and other new energy vehicles in particular.



* Tire shown in photo differs in size from those installed on the Stelato S9



The Stelato S9

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