

March 7, 2025
For immediate release

Contact:
Corporate Planning Department
Corporate Communications Section
Phone: 81-463-63-0414
Fax: 81-463-63-0552

Yokohama Rubber's GEOLANDAR X-CV and GEOLANDAR A/T G015 tires coming factory-equipped on all-new Nissan Armada

Hiratsuka, Japan—The Yokohama Rubber Co., Ltd., announced today that it is supplying its GEOLANDAR X-CV and GEOLANDAR A/T G015 tires as original equipment (OE) to all-new Nissan Armada, large SUVs, which were launched in North America in 2024. Armada are being fitted with 275/60R20 115H size tires from both patterns.

The GEOLANDAR X-CV tires being supplied as OE on the SL and Platinum of Armada represent a new standard in highway terrain tires focused on high-speed performance and maneuverability. Specially tuned structure and tread patterns deliver excellent driving stability and reduced weight, with improved snow performance and quietness. The GEOLANDAR A/T G015 is an all-terrain tire for PRO-4X that delivers improved drivability and durability in off-road conditions and a more comfortable, quiet ride on city streets. The specially tuned structure and tread rubber achieve a high level of balance between steering stability and quietness.

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 all-new Armada.



* The tire shown in the photo differs in size from those installed on the all-new Armada. (wheel shown is not standard equipment.)



The all-new Armada.

* The above photo is used with the permission of Nissan Motor Co., Ltd. Reprint or other usage of this image without prior permission from Nissan Motor is strictly prohibited.