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For immediate release

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Yokohama Rubber's GEOLANDAR A/T G31 and GEOLANDAR X-CV tires coming factory-equipped on Toyota's new 4Runner

Hiratsuka, Japan—The Yokohama Rubber Co., Ltd., announced today that it is supplying its GEOLANDAR A/T G31 and GEOLANDAR X-CV tires as original equipment (OE) for Toyota Motor Corporation's new 4Runner SUV, which was launched in January 2025. The GEOLANDAR A/T G31 245/70R18 110H tires are being fitted for Latin America, and the GEOLANDAR X-CV 245/70R17 110T and 265/55R20 113V tires are being fitted for North America.

The GEOLANDAR A/T G31 tires are all-terrain tires with road handling ability that enables use in any off-road situation. Consideration has also been given to their environmental performance, with improvements made to their fuel efficiency and quietness. The optimization of the pattern, profile, and structure of the tires being supplied has realized a high level of both comfort performance and steering stability.

The GEOLANDAR X-CV tires represent a new standard in highway terrain tires focused on high-speed performance and maneuverability. The tires being supplied have been specially tuned to achieve a significant reduction in rolling resistance while also providing excellent steering stability and comfort and realizing high reliability in severe environments.

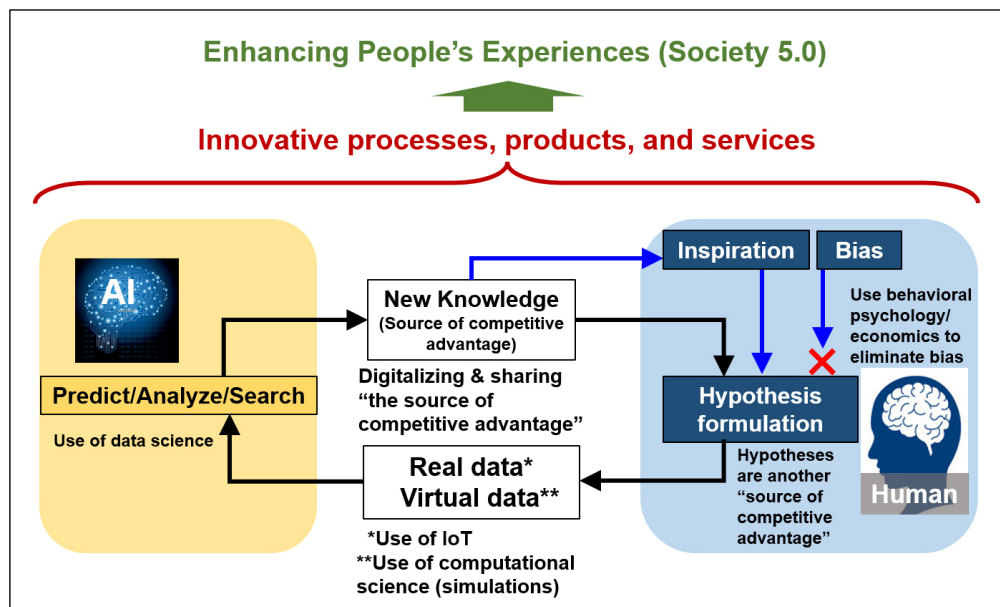
The tires being supplied as OE for the 4Runner were developed using Yokohama Rubber's proprietary HAI CoLab*, an AI-based development framework that aims to foster new discoveries and digital innovation by merging human inspiration and creativity with AI's enormous data processing capability. The development of the pattern design was performed using evolutionary computation (genetic algorithms), one of the technologies incorporated in HAI CoLab. The innovative technologies applied in the development of these tires are based on new knowledge obtained by collecting actual data and virtual data generated by simulations and then using AI's predict, analyze and search functions.

*An acronym for "Humans and AI CoLaborate" for digital innovation

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 4Runner



HAICoLab conceptual diagram