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For immediate release

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

Yokohama Rubber to supply a GEOLANDAR tire as the official tire for the new FIA Extreme H World Cup, the world's first hydrogen motorsport

Hiratsuka, Japan—The Yokohama Rubber Co., Ltd., announces that it will supply its GEOLANDAR brand of tires for SUVs and pickup trucks as the official tire for the FIA Extreme H World Cup (hereafter, "Extreme H"), a new Fédération Internationale de l'Automobile (FIA) official World Cup race and the world's first hydrogen motorsport. The Extreme H will start next month in Saudi Arabia, with the location and dates to be confirmed next week by organizers. Yokohama Rubber will also supply its GEOLANDAR for the Extreme E off-road race for electric vehicles, which will be held on October 4-5, also in Saudi Arabia.

Extreme H official website: <https://www.fiaextremeh.com/>

The Extreme H and Extreme E racing series have been created to demonstrate and promote the use of next-generation technologies that contribute to the realization of a sustainable future and to raise environmental awareness. Furthermore, both series promote gender parity in motorsports. All Extreme H teams will use the specially developed Pioneer 25 racing car which is equipped with a state-of-the-art hydrogen fuel cell, has a peak output of 550 horsepower, and can accelerate from 0 to 100 km/h in 4.5 seconds. This year eight teams from the UK, Sweden, Austria, and Spain will participate in Extreme H, with the vehicles driven by world top-class drivers (1 male and 1 female on each team). Extreme H is attracting much attention from around the world, and the race will be televised in North America, Latin America, Europe, Asia, the Middle East, and other parts of the world.

Extreme E, the forerunner to Extreme H, was launched in 2021. Extreme E races featured the Odyssey 21, a specially developed high-performance electric vehicle (EV), and all Extreme H teams will also participate in the race, which will be the Final Lap for this outgoing championship, as it prepares for its hydrogen future. As will be the case with Extreme H, all Extreme E teams have one male driver and one female driver.

In support of the concept behind both racing series, Yokohama Rubber will supply a prototype tire based on its GEOLANDAR X-AT all-terrain tire. Yokohama Rubber has increased the prototype's renewable & recycled raw materials content ratio to 38%. It also features strengthened durability essential for heavy hydrogen-powered and EV off-road vehicles.

The consumer tire strategy in Yokohama Rubber's three-year (2024–2026) medium-term management plan, Yokohama Transformation 2026 (YX2026), aims to maximize the sales ratios of high-value-added tires by expanding sales of YOKOHAMA's global flagship ADVAN brand, the GEOLANDAR brand of tires for SUVs and pickup trucks, winter tires, and 18-inch and larger tires. Yokohama Rubber positions participation in motorsports activities as crucial to its effort to further strengthen the ADVAN and GEOLANDAR brands. Yokohama Rubber therefore is again participating in a wide variety of motorsports events around the globe, from top-category to grassroots events.



Pioneer 25 equipped with GEOLANDAR X-AT