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For immediate release

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Yokohama Rubber's GEOLANDAR X-CV tires coming factory-equipped on Subaru's new Uncharted for the U.S.

Hiratsuka, Japan—The Yokohama Rubber Co., Ltd., announced today that it is supplying its GEOLANDAR X-CV tires as original equipment (OE) to Subaru Corporation for use on the automaker's new SUV-type battery electric vehicle (BEV), the Uncharted (U.S. model), which was launched in North America in December 2025. The BEV is being fitted with 235/50R20 100V size tires.

Focusing on high-speed performance and drivability while achieving a high-level balance of safety, comfort, durability, and fuel efficiency, the GEOLANDAR X-CV represents a new generation in highway terrain tires meeting the M+S (mud & snow) standard. Yokohama Rubber's proprietary "E+" mark is engraved on the side of the tires being supplied for the Uncharted, showing that it is a product equipped with technology that meets the unique needs of electrified vehicles, such as durability, quietness, and energy efficiency. The tires were developed using Yokohama Rubber's proprietary HAICoLab^{*1}, 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 new Uncharted is a compact crossover that combines usability and exceptional drivability with powerful performance unique to BEVs, catering to diverse customer lifestyles.^{*2}

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.

^{*1}: An acronym for "Humans and AI ColLaborate" for digital innovation

^{*2}: See Subaru's July 18, 2025, news release "World Premier of All-New Battery Electric Vehicle Subaru Uncharted" (https://www.subaru.co.jp/news-en/2025_07_18_170516/)



*Tire shown in photo differs in size from those installed on the new Uncharted

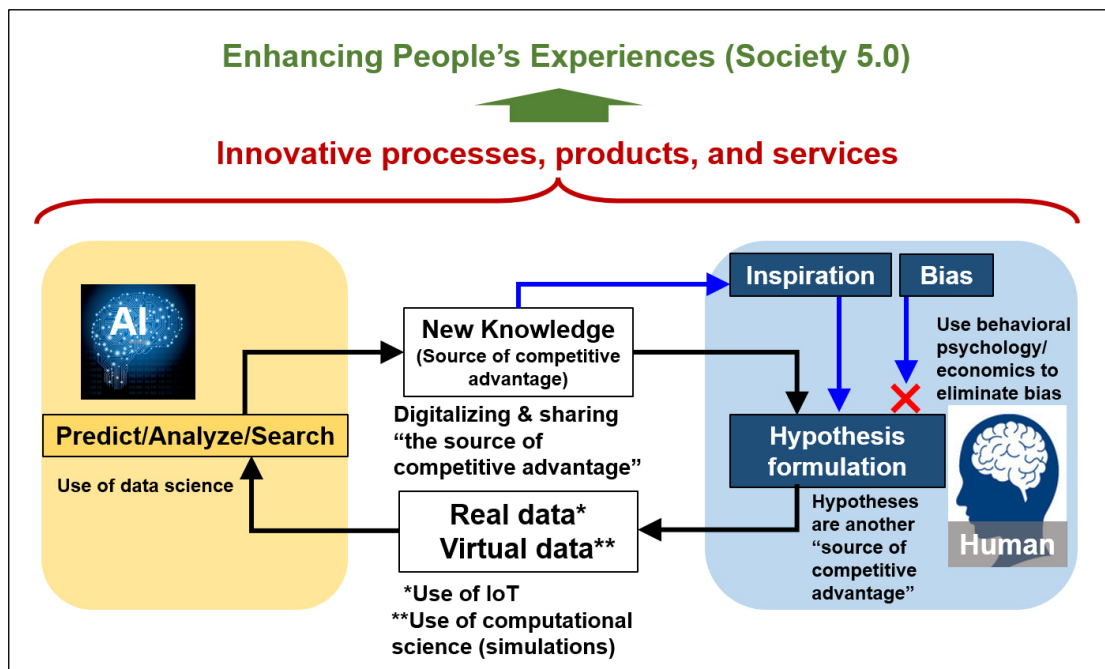


The new Uncharted (U.S. model)

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Yokohama Rubber's proprietary "E+" mark, indicating special qualities suitable for electrified vehicles



HAICoLab conceptual diagram