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For immediate release

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**Yokohama Rubber launches first sales of the GEOLANDAR H/T4,
the Company's new highway terrain tire for large SUVs and pickup trucks
that features enhanced on-road performance and design elements**

Hiratsuka, Japan—The Yokohama Rubber Co., Ltd., announces that on April 1 it launched sales in Thailand and Australia of the GEOLANDAR H/T4, the Company's new highway terrain tire for large SUVs and pickup trucks. The GEOLANDAR H/T4 will be launched successively in markets around the world, with a few exceptions. The tire will be available in 51 sizes.

The GEOLANDAR H/T4 is the successor to the GEOLANDAR H/T G056 and is the fourth generation of the GEOLANDAR H/T series, which was first introduced in 1996*. In addition to a newly developed dedicated tread pattern that features large center blocks, high rigidity shoulder blocks, and a 5-pitch tread variation, the GEOLANDAR H/T4 features a compound developed using Yokohama Rubber's proprietary compound technology to achieve a highly optimal balance of wet grip, wear resistance, and fuel efficiency. As a result, in addition to providing the wear resistance essential for tires used on large SUVs and pickup trucks as well as the superior wet-grip performance required for safe driving on highway terrain tires, the GEOLANDAR H/T4 delivers higher levels of comfort, fuel efficiency, and quietness than its predecessors.

*1997 in Japan

The GEOLANDAR H/T4's design provides a stylish image great for city driving. It also features dual sidewalls with different designs on both sides of the tire, and users can choose from one of the two unique designs shown in the table below. In addition to the "M+S" mark indicating the tire is suitable for use on mud and snow, the sidewall markings include Yokohama Rubber's proprietary "E+" mark indicating that the tire also is suitable for use on electrified vehicles.

With demand for SUVs and pickup trucks increasing worldwide, Yokohama Rubber is expanding its global sales of the GEOLANDAR series, which includes tires available in many sizes and suitable for use on terrains ranging from city roads and highways to mud and snow. In addition to the new GEOLANDAR H/T4, the GEOLANDAR series currently includes the GEOLANDAR H/T G056 for drivers seeking superior on-road performance, the GEOLANDAR X-CV for high-performance crossover SUVs, and the GEOLANDAR CV G058 grand touring tire for SUVs.

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 also is implementing “Product and Regional Strategies” focused on strengthening the development, supply, and sale of tires that respond to specific trends in each regional market.



GEOLANDAR H/T4

Available Sizes

Inches	Aspect ratio (%)	Tire sizes	Inches	Aspect ratio (%)	Tire sizes
24	35	285/35R24 108V	17	65	245/65R17 111T
22	45	285/45R22 114H			255/65R17 114T
	50	275/50R22 115H			265/65R17 116T
21	50	275/50R21 113V			275/65R17 119H
	55	275/55R21 116H			285/65R17 116H
20	50	285/50R20 116V		70	235/70R17 109T
	55	265/55R20 113V			245/70R17 114T
		275/55R20 117H			255/70R17 116T
	60	245/60R20 107H		265/70R17 116H	
		255/60R20 113V		75	235/75R17 113T
	275/60R20 116H	245/75R17 112T			
19	65	275/65R20 116V	16	65	235/65R16 107H
		55			265/55R19 113V
	60			255/60R19 113H	235/70R16 109T
18	60	245/60R18 109V		70	245/70R16 111T
		255/60R18 112V			255/70R16 115T
		265/60R18 114H			265/70R16 116T
		275/60R18 117H			275/70R16 116H
		285/60R18 120V			225/75R16 108T
	65	255/65R18 115H		75	235/75R16 112T
		265/65R18 116T			245/75R16 115T
		275/65R18 116H			265/75R16 116T
		285/65R18 116H	215/70R15 103H		
	70	255/70R18 116H	15	70	255/70R15 112S
265/70R18 116T		265/70R15 112H			
			15	75	235/75R15 109T

All-New Tread Design

4-Straight Grooves



- ▶▶ **Outstanding resistance to hydroplaning**
- ▶▶ **Excellent water drainage**
4-straight main grooves evacuate water efficiently, enhancing wet grip performance
- ▶▶ **Enhanced straight-line stability**
Symmetrically positioned main grooves reduce vehicle sway

Dual Slit Grooves



- ▶▶ **Enhanced WET & SNOW traction**

Combining two types of lug grooves improves traction on wet and snow-covered roads

Big Center Blocks



- ▶▶ **Enhanced WET & SNOW traction**
 - ▶▶ **Improved grip on dry surfaces**
 - ▶▶ **Greater handling stability**
- Optimized block shape and placement improves traction and grip on various road surfaces

Highly Rigid Shoulder Blocks



- ▶▶ **Greater SNOW traction and quietness**
Optimized block shape and placement improves traction on snow and reduces noises
- ▶▶ **Reduces uneven wear**
Highly rigid blocks prevent block deformation and uneven wear

5-Pitch Variation



- ▶▶ **Reduces pattern noise**
Optimal arrangement of a 5-pitch tread variation disperses frequency peaks when block edges make contact with the road surface

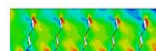
Optimal Placement of 3D Sipes



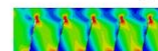
* Includes some 2D sipes



- ▶▶ **Enhances WET performance**
Improved edge effect increases traction on wet surfaces
- ▶▶ **Increases wear resistance & improves DRY performance**
Prevents block deformation and ensures high rigidity



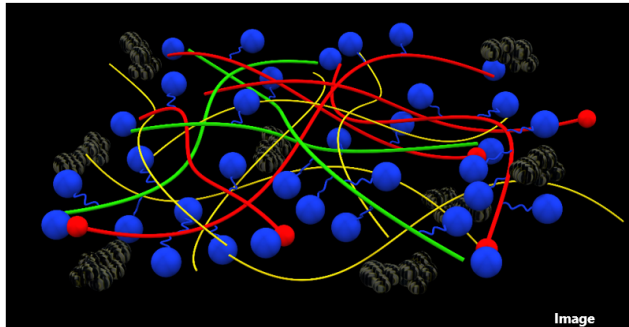
3D sipes



2D sipes

Proprietary compound realizes excellent wet grip, wear resistance, and low rolling resistance

Proprietary compound realizes excellent wet grip, wear resistance, and low rolling resistance



● Silica  Silica dispersant ● End-modified polymer  Polymer

※ End-modified polymer

A special polymer with a functional group at the end of the molecular chain of the polymer (the rubber that forms the base of the compound) that improves silica dispersibility.



- **Optimal silica-carbon blend**
⇒ Contributes to improved wet grip & wear resistance and lower rolling resistance
- **Silica dispersant & end-modified polymer**
⇒ Contribute to better performance on wet and snow-covered surfaces by improving silica dispersion and maintaining rubber's flexibility
- **Optimal blend of multiple polymers**
⇒ Well-balanced blend of polymers with strong properties for both snow and wet conditions contributes to tire's excellent performance on snow and wet surfaces.

Selective Stylish Sidewall Design & Proprietary "E+" Mark

Dual Sidewall



*Serial side

*Opposite serial side

► Users can select the design they prefer

E+ Mark



► A proprietary mark indicating the tire is suitable for use on electrified vehicles (EVs)

Tire provides quiet running appropriate for EVs that do not have engine noise
Able to handle the high load and high torque output unique to EVs