

May 25, 2026
For immediate release

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Yokohama Rubber's GEOLANDAR X-CV tires coming factory-equipped on new MAZDA CX-5 sold in North America

Hiratsuka, Japan—The Yokohama Rubber Co., Ltd., announced today that it is supplying its GEOLANDAR X-CV tires as original equipment (OE) to Mazda Motor Corporation for use on the automaker's new crossover SUV, the MAZDA CX-5, sales of which was launched in North America in March 2026. The tire size is 225/65R17 102H. In addition, YOKOHAMA's ADVAN V61 is installed on the new MAZDA CX-5 for Japan, Europe, and other regions.

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. The tires were developed using Yokohama Rubber's proprietary HAICoLab*, 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.

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

MAZDA CX-5 is Mazda's best-selling model* in the automaker's current product lineup. While inheriting and evolving the Soul of Motion design and the Jinba-Ittai driving performance, the new CX-5, now in its third generation, offers joy and excitement when you look at, touch, and ride in the car. In addition, by improving the interior space and usability, ride comfort, and quietness, it supports a comfortable drive in a variety of situations.

*The best selling model in Mazda's product lineup since 2018.

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.

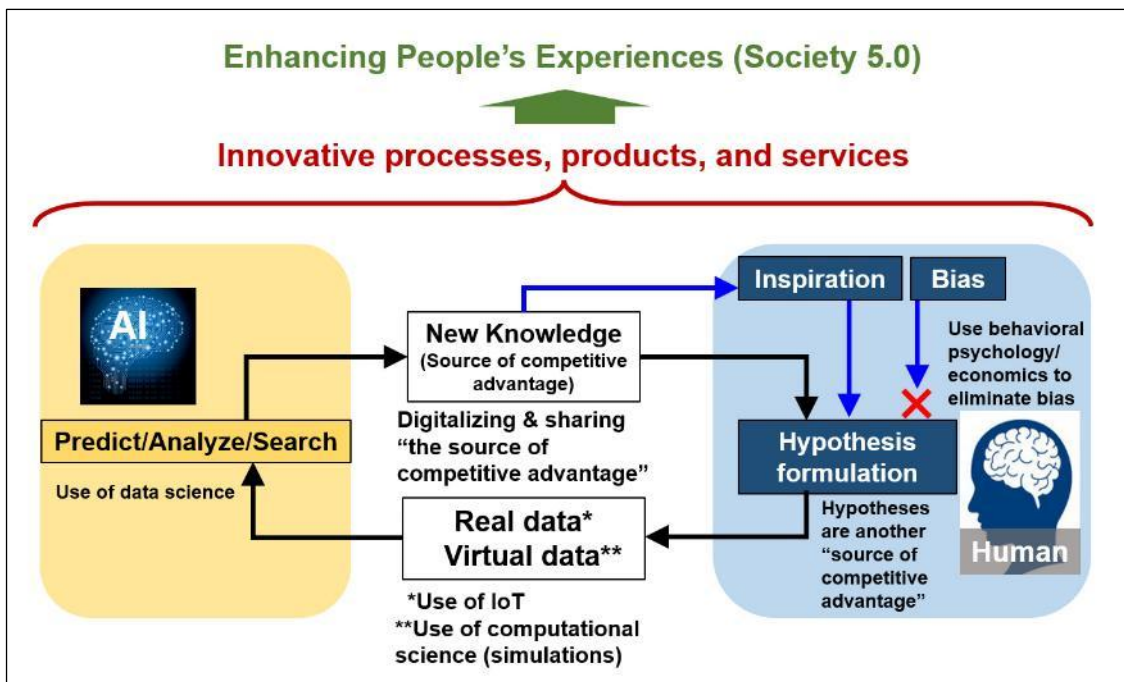


*The tire shown in photo differs in size from those installed on the new MAZDA CX-5.



The new MAZDA CX-5

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HAI CoLab conceptual diagram