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For immediate release

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Yokohama Rubber's ADVAN FLEVA V701 tires coming factory-equipped on Honda's Super-ONE

Hiratsuka, Japan—The Yokohama Rubber Co., Ltd., announced today that it is supplying its ADVAN FLEVA V701 tires as original equipment (OE) to Honda Motor Co., Ltd. for use on the automaker's Super-ONE compact EV, which was launched first in Japan in May 2026 and will be introduced gradually in the U.K. and various Asian countries. The Super-ONE is being equipped with 185/55R15 82V size tires.

*The EV model has been launched under different names depending on the region: Super-ONE in Japan and the Asia & Oceania region; Honda Super-ONE in some of Asia & Oceania countries; Super-N in the U.K.

The ADVAN FLEVA V701 is a sporty high-performance tire that was developed based on the concept of delivering the joy of driving, a hallmark of the ADVAN brand, to more drivers. It offers sharp and sporty handling performance for various driving scenarios, including regular city streets, winding roads, and highways.

In addition to excellent environmental performance and usability for everyday use, the “fun of driving” characteristics unique to Honda were pursued for the Super-ONE. By adding features designed to stimulate all of the driver's senses to the “joy of driving” realized by sporty driving only small EVs can achieve, the Super-ONE offers customers an exciting and uplifting driving experience.

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 Super-ONE. (wheel shown is not standard equipment)



Super-ONE

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