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For immediate release

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## **Yokohama Rubber's GEOLANDAR A/T G94 tires coming factory-equipped on Toyota's new Land Cruiser "FJ"**

Hiratsuka, Japan—The Yokohama Rubber Co., Ltd., announced today that it is supplying its GEOLANDAR A/T G94 tires as original equipment (OE) for Toyota Motor Corporation's new Land Cruiser "FJ" SUV, which was launched as the latest model in the automaker's Land Cruiser series. The Land Cruiser "FJ" was launched worldwide, and the GEOLANDAR A/T G94 tires are fitted to the Land Cruiser "FJ" sold in Asia\*, the Middle East, Latin America, and Africa.

\* GEOLANDAR A/T G94 will not be equipped on Land Cruiser "FJ" cars sold in Japan.

The GEOLANDAR A/T G94 tire being supplied as OE is an all-terrain tire for SUVs that offers a balance between fuel efficiency, comfort, and safety performance, as well as utility performance on a variety of road surfaces.

The GEOLANDAR brand all-terrain tires have a track record of being installed on several models in Toyota's SUV lineup. In recent years, the GEOLANDAR A/T G31 has been supplied for the 250 series Land Cruiser and the 4Runner.

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 the photo differs in size from those installed on the new Land Cruiser "FJ".



The new Land Cruiser "FJ" (The car shown in photo is Japanese specifications)

\*The above photo is used with the permission of Toyota Motor Corporation.  
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