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For immediate release

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Yokohama Rubber to launch BluEarth-AllSeason2, a new all-season passenger car tire, in Europe

Aiming to boost its presence in Europe by increasing sales in the rapidly expanding all-season tire market

Hiratsuka, Japan—The Yokohama Rubber Co., Ltd., announced today that it will launch sales in Europe of a new all-season passenger car tire, the BluEarth-AllSeason2, in September 2026. The Company plans to supply the new tire in 74 sizes for use on premium cars, SUVs, and BEVs (battery electric vehicles).

The new BluEarth-AllSeason2 is the successor model to the BluEarth-4S AW21 and a strategic second-generation YOKOHAMA all-season tire designed for the rapidly expanding European market. In Europe, where weather and road conditions change often, car owners need tires that can be used on dry, wet, and snowy roads, enhance their cars' fuel or energy efficiency, and have high wear resistance that contributes to a lengthy useful lifespan. The new BluEarth-AllSeason2 was developed as an all-season tire that meets European drivers' demands for tires with the excellent on-road performance, fuel or energy efficiency, and durability that provide peace of mind when driving in any season of the year.

The new tire was developed using AI and simulation technologies based on Yokohama Rubber's proprietary AI utilization framework HAICoLab[*1]. By utilizing AI to predict tread patterns and structural characteristics, Yokohama Rubber has developed a dedicated tread pattern to increase tire surface contact area by 5% over the previous model, enhancing handling stability and grip. The BluEarth-AllSeason2 is also the first YOKOHAMA all-season tire developed using the Company's COLD TECH[*2] winter tire technology concept that improves its performance on snow by providing more stable surface contact.

*1 An acronym for "Humans and AI ColLaborate" for digital innovation.

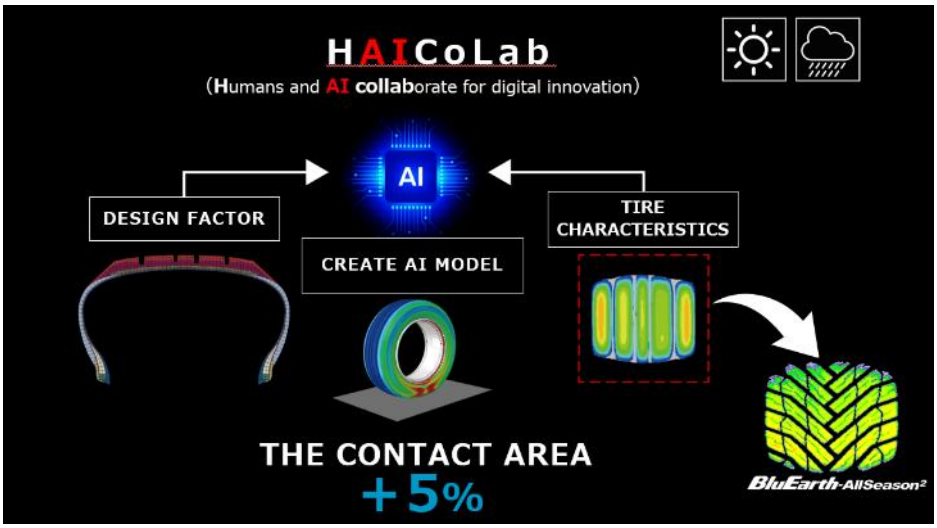
*2 A universal Yokohama Rubber technology concept for developing special compounds, tread patterns, and structures that enhance tire performance in winter by maximizing contact with winter road surfaces.

The dedicated tread pattern features symmetrical V-shaped grooves, providing excellent drainage that enhances the tire's stability on wet surfaces while ensuring edge effect on snow. In addition, optimally placed Crank sipes and 3D sipes further strengthen the tire's edge effect on snow and suppress block deformation, thus improving traction during acceleration and cornering. The tire's compound contains a large amount of silica, made possible by the use of Yokohama Rubber's proprietary A.R.T. Mixing rubber-blending technology, which greatly improves silica dispersibility, thereby increasing the compound's contact points on wet surfaces by 40% and significantly improving the tire's wet grip performance. Another special feature of the BluEarth-AllSeason2 is the tire structure's optimal use of lightweight steel belts, which reduce its rolling resistance by 8%. In addition to contributing to a car's fuel and energy efficiency, the BluEarth-AllSeason2's compound, tread pattern, and structure work together to increase the tire's wear resistance by 35%.

As part of the growth strategy in Yokohama Transformation 2026 (YX2026), the Company's medium-term management plan for fiscal years 2024–2026, Yokohama Rubber is implementing Product and Regional Strategies aimed at strengthening its development, supply, and sale of products that respond to specific trends in each regional market. By introducing the new BluEarth-AllSeason2, Yokohama Rubber is expanding its product lineup in Europe with the aim of increasing sales in the region's growing all-season tire market. At the same time, this launch is intended to boost its presence in Europe, a market crucial to the Company's overall growth.

Comfort & Safety

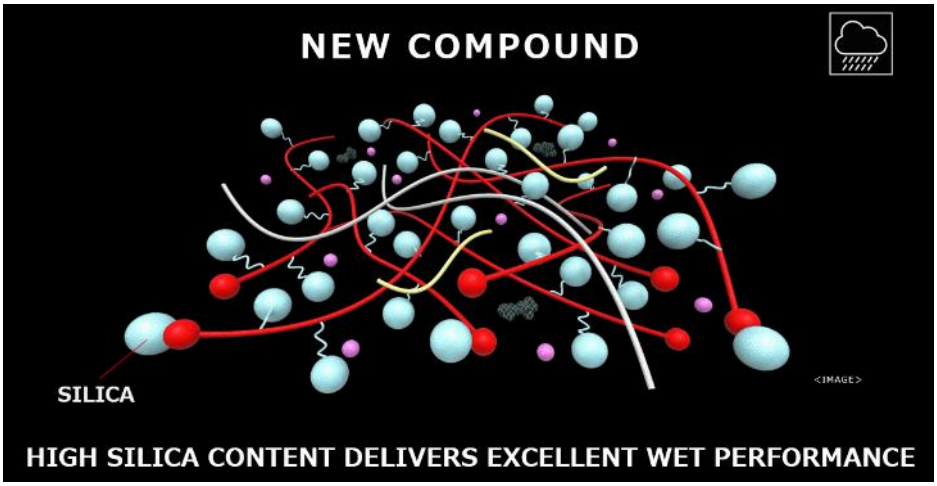
Tread Pattern & Construction



Tread pattern

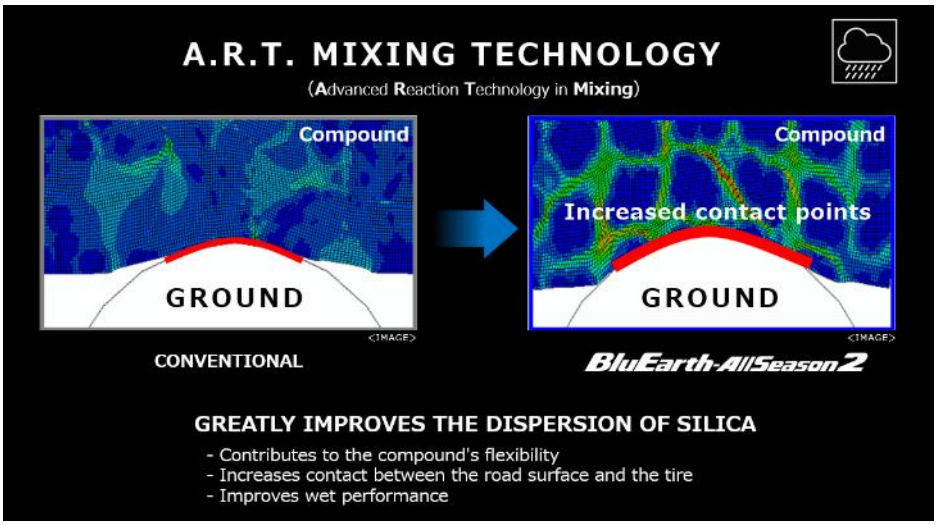
High-rigidity blocks	V-shaped grooves	Circumferential grooves
Enlarged Center Blocks Reinforced Groove Base ・Provide solid feedback and superior handling performance **Block Rigidity : +35%**	**Drainage of Water to the Tire Sidewalls** ・Ensures traction in wet conditions ・Reduces hydroplaning	**Water Drainage via Longitudinally Continuous Grooves** ・Ensures traction in wet weather ・Reduces hydroplaning

Compound



New high-silica compound image

Compound（A.R.T. Mixing Technology）



Compound（Increased Contact with Wet Road Surfaces）

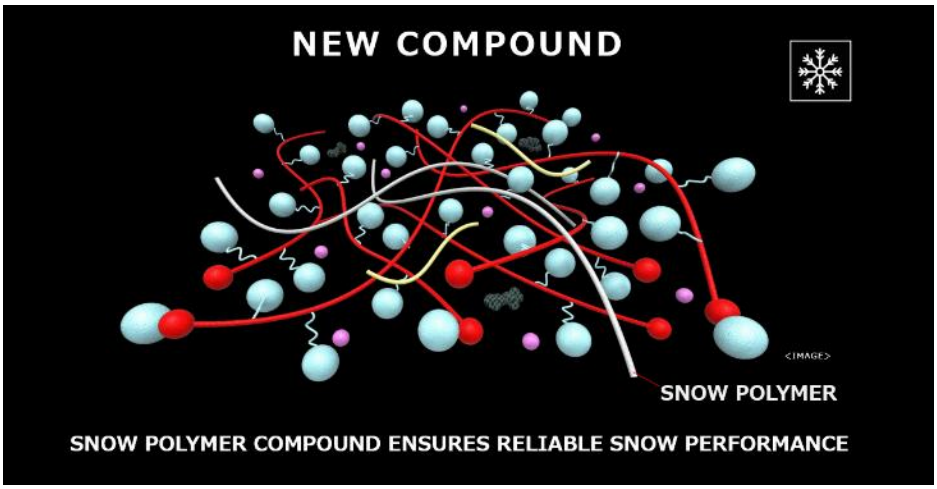
Snow Performance

COLD TECH

Tread pattern

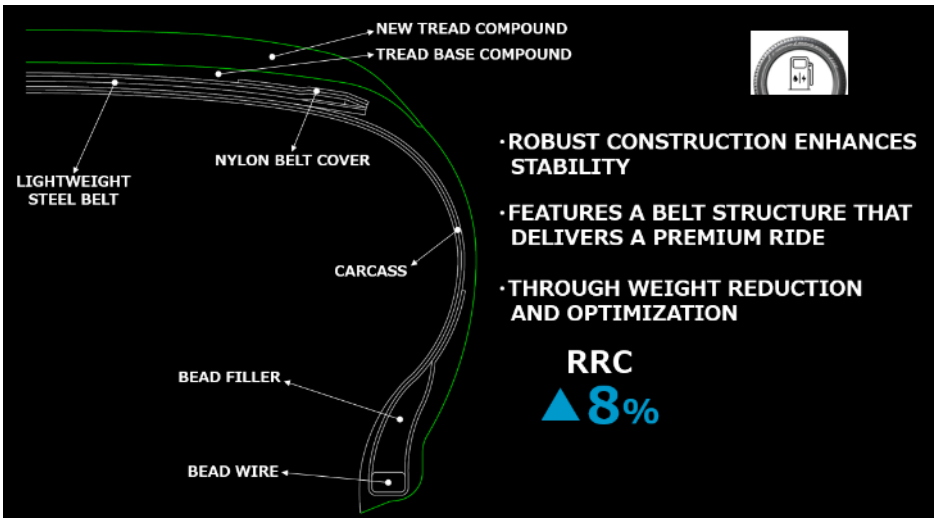
Crank sipes & 3D sipes	V-shaped grooves	Circumferential grooves
Crank Sipes **3D Sipes** *Some sizes include 2D sipes ・**Crank Sipes:** Ensure a Long Edge Length ・**Crank Sipes & 3D Sipes:** Maintain Block Stiffness ・**Wide Sipes Arranged in Blocks**	・Snow Shear Force & Edge Effect	・Lateral Snow Shear Force & Edge Effect

Compound

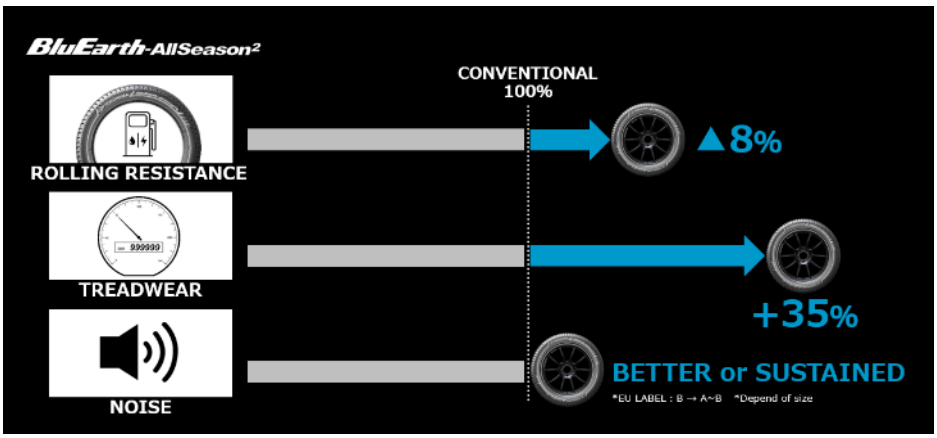


Efficiency

Construction



Performance



Available Sizes

Inches	Aspect ratio（%）	Tire Sizes
21	35	255/35R21 98W XL
		295/35R21 107W XL
	45	275/45R21 110W XL
20	35	255/35R20 97Y XL
	40	255/40R20 101Y XL
	45	215/45R20 95T XL
		235/45R20 100W XL
		245/45R20 103W XL
		255/45R20 105W XL
		275/45R20 110Y XL
	50	235/50R20 104W XL
19	35	225/35R19 88W XL
		235/35R19 91Y XL
		255/35R19 96Y XL
	40	245/40R19 98Y XL
	45	225/45R19 96W XL
		235/45R19 99Y XL
		245/45R19 102Y XL
		255/45R19 104Y XL
	50	195/50R19 88H
		215/50R19 93T
		235/50R19 103W XL
		255/50R19 107Y XL
	55	225/55R19 103W XL
		235/55R19 105W XL
		255/55R19 111W XL
18	40	225/40R18 92Y XL
		235/40R18 95Y XL
		245/40R18 97Y XL
	45	215/45R18 93Y XL
		225/45R18 95Y XL
		235/45R18 98Y XL
		245/45R18 100Y XL
	50	215/50R18 92W
		225/50R18 99W XL
		235/50R18 101W XL

Inches	Aspect ratio（%）	Tire Sizes
18	55	215/55R18 99V XL
		225/55R18 102V XL
		235/55R18 104V XL
		255/55R18 109W XL
	60	225/60R18 104W XL
		235/60R18 107W XL
		255/60R18 112V XL
17	45	205/45R17 88W XL
		215/45R17 91Y XL
		225/45R17 94W XL
		235/45R17 97Y XL
	50	205/50R17 93W XL
		215/50R17 95W XL
		225/50R17 98W XL
	55	205/55R17 95V XL
		215/55R17 98W XL
		225/55R17 101W XL
		235/55R17 103Y XL
	60	215/60R17 100V XL
		225/60R17 103V XL
	65	215/65R17 103V XL
		225/65R17 106V XL
		235/65R17 108W XL
16	45	195/45R16 84V XL
		215/45R16 90V XL
	55	195/55R16 91V XL
		185/55R16 87V XL
		205/55R16 94V XL
		215/55R16 97V XL
		225/55R16 99W XL
	60	195/60R16 93V XL
		205/60R16 96V XL
		215/60R16 99V XL
	65	215/65R16 102V XL
15	60	185/60R15 88V XL
	65	175/65R15 88H XL
		185/65R15 92V XL
		195/65R15 95V XL

*XL: Extra Load