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For immediate release

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Yokohama Rubber supplying its ADVAN Sport V107 for leading German automotive manufacturer's premium BEV car

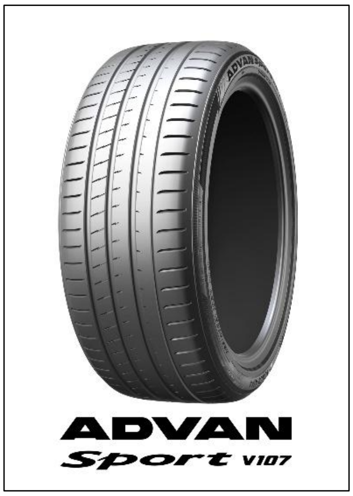
Hiratsuka, Japan—The Yokohama Rubber Co., Ltd., announced today that it has begun supplying its ADVAN Sport V107 tires as original equipment (OE) for the BMW iX3 battery electric vehicle (BEV) that the German automaker BMW Group began selling onwards from March 2026. Yokohama Rubber is supplying 255/40R21 102Y size front tires and 275/40R21 107Y size rear tires.

The ADVAN Sport V107 is an ultra-high performance tire in YOKOHAMA's global flagship ADVAN brand. The tires supplied were jointly developed with the BMW Group and feature significantly reduced rolling resistance as a result of specialized tuning of their tread pattern, profile, and compound. The application of Yokohama Rubber's mound profile technology, which evenly distributes surface contact pressure, also contributes to the achievement of a high-level balance between dry/wet performance and wear resistance. The tires have received the EU labeling system's highest "A" grade for both rolling resistance and wet grip performance.

As tires supplied by one of the select few tire makers for BMW models, the tire's sidewall bears the German automaker's star mark indicating its recognition of the tire maker's technology, quality, and reliability. In addition, Yokohama Rubber's proprietary "E+" mark is engraved on the side of the tires, showing that they are equipped with technology that meets the unique needs of electrified vehicles, such as durability, quietness, and energy efficiency.

The ADVAN Sport V107 has also been used extensively across the BMW Group and comes factory-equipped on such models as the BMW 7 Series, BMW M2, BMW X7, and BMW XM.

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.



*Tire size: 255/40R21 102Y (for the front)

BMW iX3 (Copyright: BMW Group)
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Proprietary “E+” mark indicating tires with qualities needed by electrified vehicles