

July 28, 2026  
For immediate release

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## **Yokohama Rubber's ADVAN Sport V107 tires coming factory-equipped on the updated Mazda MX-5**

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 updated Mazda MX-5. The two-seater lightweight convertible sports car, equipped with 195/50R16 84V size tires, went on sale in Japan and Europe in June 2026. Yokohama Rubber has been supplying OE tires for the Mazda MX-5 continuously from the very first model.

The ADVAN Sport V107 is an ultra-high performance tire under the ADVAN brand, YOKOHAMA's global flagship tire brand. In addition to providing excellent handling stability and wet performance, the ADVAN Sport V107 tires being supplied for the Mazda MX-5 feature a high-level balance of quietness, comfort, and rolling resistance.

The Mazda MX-5 was first launched in 1989 and has sold over 1.26 million units\*, an unprecedented number for a compact convertible sports car. Since its launch, the Mazda MX-5 has consistently pursued the “joy of driving.” As part of this latest product update, Mazda has introduced a special edition of the MX-5 and a new exterior color. These additions further elevate the joy of driving while enhancing driving performance and ensuring compliance with external noise regulations.

\* Cumulative units sold as per Mazda.

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 shown in photo differs in size from those installed on the updated Mazda MX-5. (wheel shown is not standard equipment)



Mazda MX-5 PS Special Version

(The image shown is for illustrative purposes only and may differ from the actual vehicle.)

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