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For immediate release

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Yokohama Rubber's ADVAN dB V553 tires coming factory-equipped on Dongfeng Nissan's N6

Hiratsuka, Japan—The Yokohama Rubber Co., Ltd. announced today that it has begun supplying its ADVAN dB V553 tires as original equipment (OE) for the N6, the first plug-in hybrid sedan from Dongfeng Nissan Passenger Vehicle Company (hereafter, Dongfeng Nissan), which was launched in China in December 2025. Dongfeng Nissan is a joint venture in China between Nissan Motor Co., Ltd. and Dongfeng Motor Corporation. The tire size is 225/50R18 95V.

The ADVAN dB V553 was developed based on the concept of a premium comfort tire offering long-lasting, high-quality quietness. In addition to delivering enhanced quietness, it minimizes the decline in both quietness and wet performance as the tire wears, helping maintain both quietness and safety for a longer period of time. In addition, Yokohama Rubber's proprietary "E+" mark is engraved on the side of the tire, showing that it was designed for electrified vehicles.

The new N6 is equipped with a PHEV system that combines a 1.5-liter engine with an electric motor producing a maximum output of 155 kW and features a 21.1 kWh battery. It delivers an EV driving range of 180 km and fuel efficiency of 2.79 L/100 km. The vehicle also features a smart cockpit powered by NISSAN OS, driver support technology, and a streamlined design.

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. In the Chinese market, Yokohama Rubber is aiming to supply more tires for EVs and other new energy vehicles in particular.



*The tire shown in the photo differs in size from those installed on the new N6.
(The wheel shown in the photo is not standard equipment.)



The new N6

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