YOKOHAMA to release “BluEarth-A” featuring Superior Wet Performance and Fuel Efficiency.

FOR IMMEDIATE RELEASE - The Yokohama Rubber Co., Ltd., announced today that it will launch a new edition to its fuel-efficient “BluEarth” tyre brand for passenger cars in Europe and Asia from this spring. Most sizes of the new “BluEarth-A” have been awarded the European tyre grading system’s C grade for rolling resistance and A for wet performance.

The “BluEarth-A” delivers the high degree of drivability and exceptional fuel efficiency that typifies YOKOHAMA pursuit of driving pleasure. In addition, it offers a well-balanced total performance featuring low noise, comfort and long-life. The application of a “nano BLEND compound” based on YOKOHAMA’s advance compound technology combined with an asymmetrical tread pattern provide “BluEarth-A” tyres with superior wet grip while enhancing their fuel efficiency and abrasion resistance. The asymmetrical tread pattern also contributes to the tyres’ exceptional rigidity and drainage characteristics. The “BluEarth-A” employs a “noise-controlled pitch” that contributes to a quieter ride by suppressing the incidence of uneven tyre wear. The tyre’s unique profile holds up well under the weight of large sedans and helps ensure a high level of control stability. YOKOHAMA has applied its proprietary aerodynamic technologies to reduce air drag and its dimple design on the tyre shoulders help to further raise the tyres’ fuel efficiency.

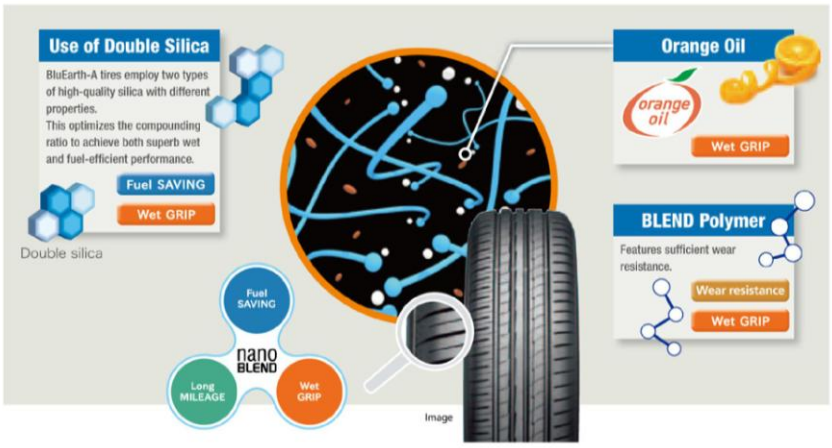
“BluEarth” is YOKOHAMA’s “environmentally, human and socially friendly” global tyre brand realizing not only excellent environmental performance, but reducing specific burdens on drivers, passengers and surrounding living environments – “friendly” performance. In addition to the “BluEarth-A,” other environmentally friendly products within the “BluEarth” range include the flagship “BluEarth-1” and the “BluEarth AE-01” which are already available on the market.

Release Reference Material

Secure Grip on Rainy Days

BluEarth-A special compound that elicits exceptional drivability

YOKOHAMA employs technologies and manufacturing methods in order to realize the best balance of fuel efficiency, wet grip and wear resistance.
The use of double silica and orange oil improve grip performance in the wet.



Thunder bolt grooves provide a sense of reassurance on rainy days

Employs big and small thunder bolt type grooves.
YOKOHAMA has expanded the groove volume while increasing block rigidity to enable safe and secure driving on rainy days.

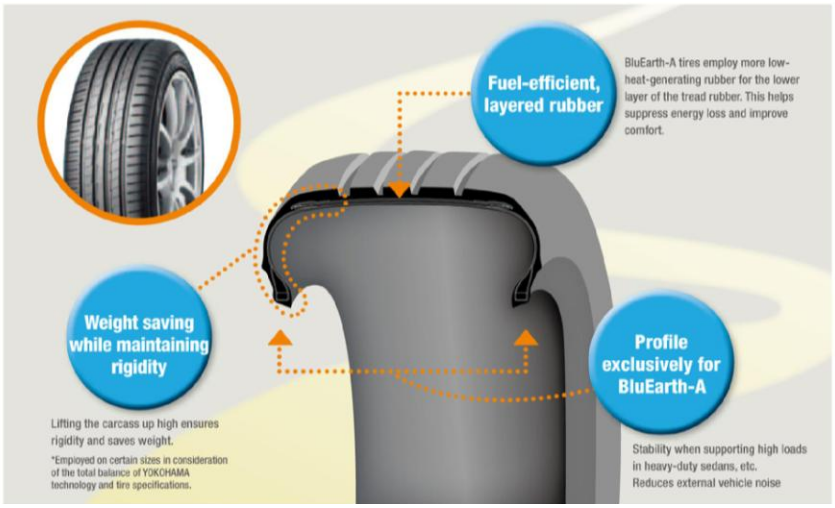
Low noise for a More Comfortable Ride

Innovative, new "noise-controlled pitch" ensures a consistently quiet ride

While continuing to ensure that noise is dispersed by varying the pitch, BluEarth-A tires suppress the incidence of uneven wear and maintain road noise as the tires wear by making the pitch variation smaller.
New BluEarth-A tires also boast an enhanced level of quietness by increasing the number of pitches to 84.

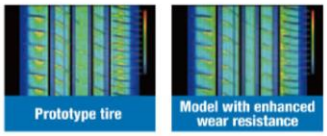
Total Balanced Performance

Profile achieving fuel efficiency and low noise



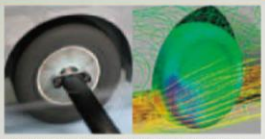
Simulation of friction enables the development of a tread pattern that suppresses uneven wear

Friction energy has been adjusted to suppress uneven wear, which causes a loss of drivability and noise.



AERO dynamic technology reduces air resistance

Using simulation of air resistance in tire development



Development based on wind tunnel tests and simulations

Air resistance in tires is one cause of deteriorating fuel efficiency, and is said to have a considerable impact especially at high speeds. In addition to wind tunnel tests, YOKOHAMA conducts simulations of air resistance when designing the tires.

Asymmetrical tread pattern

The inner side of the tire includes sipes on the shoulder to suppress uneven wear.
The outer side of the tire incorporates wide non-penetrating grooves on the shoulder block to realize enhanced stability when cornering.

Dimples on shoulder

A dimpled design on the shoulder reduces tire air resistance.
This contributes to greater fuel-efficient performance.