26th April 2024

**YOKOHAMA's YOKOHAMA RY53 tyres coming factory-equipped on Toyota's new Hilux Champ**

YOKOHAMA announced today that it is supplying its YOKOHAMA RY53 tyres as original equipment (OE) to Toyota Motor Corporation for use on the car manufacturer´s new pick-up truck, the Hilux Champ, sales of which were launched in Asia in November 2023. The OE tyre size is the 195R14C 106/104S.

The YOKOHAMA RY53 is a tyre specifically for light trucks that has excellent wear resistance and fuel efficiency. To meet the performance of the new Hilux Champ, the YOKOHAMA RY53 tyres supplied as OE have a specially tuned profile to achieve high steering stability and comfort.

YOKOHAMA is strengthening the supply of its tyres as OE and expanding the product lineup for pick-up trucks, which are becoming increasingly popular in North America in particular. In 2022, the company started supplying its GEOLANDAR X-CV tyres as OE for the Toyota Tundra, a full-size pick-up truck. In 2023, it launched the GEOLANDAR A/T XD, tyres for full-size pick-up trucks and other commercial vehicles.



*The new Hilux Champ \*The above photo is used with the permission of Toyota Motor Corporation. Reprint or other usage of this image without prior permission from Toyota Motor is strictly prohibited.*