9th December 2021

**YOKOHAMA launches two new fuel-efficient tyres - BluEarth-RV RV03 and BluEarth-RV RV03CK for minivans and lightweight box wagons**

YOKOHAMA announced today that it will introduce two new tyres for its fuel-efficient BluEarth brand line-up in February 2022. Sales of the BluEarth-RV RV03 for minivans will be launched first in Japan and gradually expanded to other Asian countries. The BluEarth-RV RV03CK for compact minivans and lightweight box wagons will be launched in Japan only. The two tyres will be available in 40 sizes, ranging from 245/40R20 99W XL to 145/80R13 75S.

The BluEarth-RV RV03 shall be YOKOHAMA’s first all-new fuel-efficient tyre for minivans in seven years. In addition to securing the same high evaluation as its predecessor BluEarth RV-02 and receiving the Japan tyre-labelling system’s highest “a” grade for wet grip performance and “A” grade for rolling resistance\*1, the BluEarth-RV RV03 sustains its predecessor’s excellent uneven wear resistance and stability. In addition, the tyre’s enhanced wear resistance and quietness provide new value-added befitting its basic concept as a "longer-lasting and more comfortable tyre for minivans." The tread pattern, based on the predecessor’s asymmetric pattern, features a finely optimized tread profile and ratio of groove and sipe areas. In addition, YOKOHAMA’s cutting-edge rubber-mixing technology, “A.R.T. Mixing,” was used to develop an exclusive-use compound that enhances the tyre’s road-surface followability.

These enhancements have raised BluEarth-RV RV03’s wear resistance by 20%\*2 and reduced road noise to provide a quieter ride in the minivan’s second and third row seats as well as in the driver and front-row passenger seats.

The BluEarth-RV RV03CK will be YOKOHAMA’s first all-new fuel-efficient tyre for compact minivans and lightweight box wagons since it launched the predecessor BluEarth RV-02CK five years earlier in 2017. The application of the same technologies used in the new BluEarth-RV RV03 has raised the BluEarth-RV RV03CK’s wet-grip performance from its predecessor’s “b” grade to “a” on all tyre sizes. In addition, it has received an “A” grade for rolling resistance.





BluEarth is a YOKOHAMA global tyre brand based on the concept of being “environmentally, human, and socially friendly.” The BluEarth brand line-up of fuel-efficient passenger car tyres includes nine tyres. In addition to minivan tyres, the line-up includes a crossover SUV tyre, a grand-touring tyre, standard tyres, an all-season tyre.

Under YOKOHAMA’s three-year (2021–2023) medium-term management plan, Yokohama Transformation 2023 (YX2023), the consumer tyre business aims to maximize the sales ratios of high-value-added YOKOHAMA tyres. Accordingly, YOKOHAMA plans to strengthen sales of its summer tyres in 2022. In addition to announcing the launch of the BluEarth-RV RV03 and the BluEarth-RV RV03CK, the Company simultaneously has announced two additions to its ADVAN global flagship

tyre brand - the ADVAN Sport V107 and the ADVAN NEOVA AD09.

\*1 Seven of BluEarth-RV RV03’s 29 sizes have attained “AA” rolling-resistance ratings.

\*2 Refer to the performance data for detailed test contents. Performance data has been submitted to Japan’s Tire Fair Trade Council.

## **Available Sizes**



## **Improved quietness and considerations especially for MPVs**

### Enjoy even more quietness inside the vehicle. Quietness has been improved, while also cutting down on wobbling and uneven wear.



## **Longer wear life with the same high performance on wet surfaces**

### Enjoy long-lasting safety and peace of mind. High performance in rain, with an even longer wear life.



## **Performance data**

