



Yokohama Tire Corporations New AVID ENVigor Ties for First Place at Tire Rack Testing Event

FULLERTON, CA (Aug. 17, 2010) Yokohama Tire Corporation's all-new AVID ENVigor tied for first place in Tire Rack's recent high-performance tire testing event.

During the rigorous session, Tire Rack pitted the ENVigor against three of its main competitors. The results: the ENVigor ranked first in fuel consumption, in all the wet test track categories, in the wet lap times and wet average cornering, and tied for first in the wet slalom. Tire Rack said the ENVigor has excellent wet and dry traction.

The ENVigor is described by Dan King, Yokohama vice president, sales and marketing, as the most complete performance tire ever created. Launched March 1 and available in 69 sizes for a huge array of vehicle applications from entry-level and high-performance to luxury coupes and sedans, the ENVigor is one of the largest tire launches in Yokohama's history.

According to King, placing first in Tire Racks real-world road ride fuel consumption test (28.7 miles per gallon and 522.4 gallons used to go 15,000 miles) helped confirm the ENVigor as the only high-performance tire that successfully blends all-season performance, superior comfort, enhanced traction and handling, with remarkable fuel efficiency and long treadlife.

Tire Rack described the ENVigor as a well-rounded package with very good traction and reasonable road manners. Complete Tire Rack testing results can be found at <http://www.tirerack.com/tires/tests/testDisplay.jsp?ttid=129>.

"The ENVigor is a tribute to Yokohama's commitment to produce and market tires possessing breakthrough technological innovations," said King. "We've really hit the bulls-eye with ENVigor." The Tire Rack testing took place at its 10-acre facility in South Bend, Indiana, which features a 1/3-mile test course with 90-degree street corners, and simulated lane changes. Tires were also tested on a 6.6-mile loop of expressway, state highways and county roads at city and highway speeds on varied road surfaces. A 2011 BMW E92 328i Coupe was used for the tests.

The ENVigor replaces Yokohama's popular AVID H4s/V4s and W4 tires. It is manufactured in the U.S at Yokohamas Salem, Virginia, plant and comes in H-, V- and W-ratings. The entire ENVigor lineup of 69 sizes, include:

175/65R15 84H, 185/65R15 88H, 195/55R15 85V, 195/60R15 88H, 195/65R15 91H, 205/60R15 91H, 205/65R15 94H.

195/55R16 87V, 205/50R16 87V, 205/55R16 91H, 205/55R16 91V, 205/60R16 92H, 205/60R16 92V, 215/55R16 97H, 215/60R16 95H, 215/60R16 95V, 215/65R16 98H, 225/50R16 92V, 225/55R16 99V, 225/60R16 98H, 235/60R16 100H.

205/45R17 84V, 205/50R17 93V, 215/45R17 87W, 215/50R17 95V, 215/55R17 94V, 225/45R17 94H, 225/45R17 94W, 225/50R17 94V, 225/55R17 97H, 225/55R17 97V, 225/60R17 99V, 225/65R17 102H, 235/45R17 97H, 235/45R17 97W, 235/50R17 96V, 235/55R17 99H, 235/55R17 99W, 235/65R17 108H, 245/40R17 95W, 245/45R17 99W.

215/45R18 89W, 225/40R18 92W, 225/45R18 95W, 225/50R18 95W, 225/55R18 98V, 225/60R18 100H, 235/40R18 95W, 235/45R18 94W, 235/50R18 97W, 235/55R18 100V, 235/60R18 107H, 235/65R18 106H, 245/40R18 97W, 245/45R18 96W, 245/60R18 105H, 255/35R18 94W, 255/40R18 95W, 255/45R18 103W, 255/55R18 109V, 265/35R18 97W, 275/35R18 95W.

225/40R19 89W, 225/45R19 92W, 245/40R19 94W, 245/45R19 98W, 245/45R20 99W, 245/50R20 102V and 265/50R20 107V.

Celebrating its 40th anniversary in the United States, Yokohama Tire Corporation is the North American manufacturing and marketing arm of Tokyo, Japan-based The Yokohama Rubber Co., Ltd., a global manufacturing and sales company of premium tires since 1917. Servicing a network of more than 4,500 points of sale in the U.S., Yokohama Tire Corporation is a leader in technology and innovation. The company's complete product line includes the dB Super E-spec - the world's first tire to use orange oil to reduce petroleum as well as tires for high-performance, light truck, passenger car, commercial truck and bus, and off-the-road mining and construction applications. For more information on Yokohama's extensive product line, visit www.yokohamatire.com.

Yokohama is a strong supporter of the tire care and safety guidelines established by the Rubber Manufacturers Association and the National Highway Transportation and Safety Administration. Details can be found at the Tire Safety section at www.yokohamatire.com.

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