

Yokohama Rubber plans trip to Russia

Yokohama Rubber Co. Ltd. says it will participate in the 2012 Moscow International Automobile Salon. The Russian show will run from Aug. 29 through Sept. 9; it is open to the public beginning Aug. 31. The company is seeking to spread its brand image — “passion, speed, confidence” — in Russia. In its booth, it will demonstrate three of its distinct strengths: 1. the high performance of Advan; 2. the “environmentally, human and socially friendly” BluEarth technology; and 3. the safety for winter of iceGuard. Yokohama is one of only a few tire manufacturers active in the promotion of motorsports in Russia, supplying Advan tires to a number of races. Building on that recognition, in the Advan zone at the show, visitors will find many actual racing vehicles that Yokohama supports, plus tuned cars demonstrating the high performance of Advan. Among the tires on display will be the Advan A005 racing tire; the Advan Sport V105, the “next premium sport tire model”; and the Advan S.T., a new generation SUV tire. In the BluEarth zone, the BluEarth AE-01, a fuel-efficient tire for passenger cars that will be released in Russia next year, will be unveiled. Also displayed will be the full BluEarth lineup sold in Russia, including the environmental flagship BluEarth-1 and the Geolandar SUV, developed under the BluEarth concept. In the iceGuard zone, iceGuard studless iG50 for passenger cars to be released in this winter will be exhibited. Emphasis will be on technologies and new products with improved environmental performance and safety on winter roads. In December 2011, Yokohama opened a plant to manufacture tires for passenger cars in Russia, the first Japanese tire manufacturer to do so.