**Yokohama Rubber Introduces “ADVAN FLEVA V701”**

**The New High-Performance Sport Tire**

2nd March 2016

Tokyo – The Yokohama Rubber Co., Ltd., announced today the launch of “ADVAN FLEVA V701”, the latest addition to the Company’s global flagship “ADVAN” tire brand. The new tire will be available from July 2016 in 24 sizes, with 43 sizes ranging from 195/55R15 85V to 255/30R20 92W available in early 2017.

The “ADVAN FLEVA V701” tire reinforces the company’s premium product line “ADVAN”, with a new concept focused on increasing drivers’ control of the car. The new high-performance sport tire brings greater driving pleasure to a diverse group of car owners, from sport car lovers to drivers of limousines, compact cars and CUVs.

The new tire delivers sporty handling on city streets, highways and winding roads, and safety performance with superior wet grip up to EU grade A. It also delivers a supremely quiet ride that sets a new standard for sport tires, with an exclusively developed directional tread pattern design that boosts sport mood of drivers. The “ADVAN FLEVA V701” also has a low rolling resistance that makes it more environmentally friendly than current sport tires.

As the company’s global flagship brand, “ADVAN” series tires epitomize “YOKOHAMA’s Pursuit of Driving Pleasure”. The series includes the “ADVAN Sport V105”, which has been adopted as original equipment on many of the world’s leading high-performance cars; the “ADVAN NEOVA AD08R” street sports tire; and the “ADVAN dB” premium comfort tire. “ADVAN” tires are widely used in motor sports and this year have been adopted as the control tires for the Japanese SUPER FORMULA Championship series, Asia’s ultimate Formula racing series.