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For immediate release

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Yokohama Rubber Supplies Its Concept Tire for Maruti Suzuki India Concept EV

Tokyo—The Yokohama Rubber Co., Ltd., announced today that it has developed a concept tire in its fuel-efficient BluEarth brand for Maruti Suzuki India Limited’s new concept electric vehicle (EV), the Concept FUTURO-e. The new tire will be displayed together with the Concept FUTURO-e at the Maruti India Suzuki booth at Auto Expo 2020 to be held February 7–12 in New Delhi.

The body design of the Concept FUTURO-e is a fusion of coupe and SUV styles. Designed to be an SUV that will appeal to India’s young people who desire powerful and exciting vehicle designs, the Concept FUTURO-e represents Maruti Suzuki’s view of the next-generation in automobile styling.

Accordingly, Yokohama Rubber developed a concept tire exclusively for the Concept FUTURO-e based on the concept of “a tire featuring a powerful and stylish design for the new generation of urban SUVs”. By combining the large lug grooves typical of powerful SUVs with rib grooves associated with more stylish and smooth running vehicles, Yokohama Rubber has created a design suitable for a new generation of urban SUVs.

Auto Expo 2020 is a motor show held every other year in India. The previous Expo in 2018 saw a record over 600,000 visitors come to see products exhibited by 119 companies.

Yokohama Rubber established Yokohama India Pvt. Ltd., in April 2007 as a tire sales subsidiary. The subsidiary began local production in July 2014 after completion of its tire plant. Yokohama Rubber has been supplying domestically made passenger car and SUV tires for the replacement market and as original equipment for automobile makers in India.



Image of the Concept FUTURO-e equipped with the concept tire



The concept tire