**16th May 2013**

**YOKOHAMA’s “BluEarth” is Factory-Equipment on New “LEXUS IS” Models**

Tokyo - The Yokohama Rubber Co., Ltd., announced today that it has begun deliveries of its “BluEarth E51” as original equipment (OE) tyres for the latest models in the “Lexus IS” sports sedan series. Tyre size for the new models is 225/45R17 91W.

“BluEarth” is YOKOHAMA’s “environmentally, human and socially friendly” global tyre brand realizing not only excellent environmental performance, but reducing specific burdens on drivers, passengers and surrounding living environments – “friendly” performance. The “BluEarth E51” delivers a refined balance of high-level driving performance, safety and comfort suitable for sophisticated sports sedans, along with improved fuel efficiency.

Having undergone a full model change, the new “Lexus IS” achieves excellent driving performance combined with sporty interiors and exteriors. A hybrid model – the “IS300h” – boasting advanced environmental performance, has been added to the line-up.

YOKOHAMA is actively engaged in development of replacement and OE tyres based on its “BluEarth” technology. Its “BluEarth” OE tyres are factory-installed on many of the latest eco-friendly cars. Two “BluEarth” replacement tyre lines are also available: the eco flagship tyre “BluEarth-1” for specific markets and the standard tyre “BluEarth AE-01.” Other replacement tyre brands available from YOKOHAMA also incorporate the company’s unique “BluEarth” technology.





***“BluEarth E51” New “LEXUS IS”***