28th March 2016

**YOKOHAMA tyre to come factory-equipped on all-new Chrysler Pacifica**

Tokyo – The Yokohama Rubber Co., Ltd., announced today that its “AVID S34” has been selected as original equipment on FCA US LLC.’s (Fiat Chrysler Automobiles) 2017 Chrysler Pacifica. The Pacifica, which redefines the minivan segment FCA US created more than 30 years ago – will sport the “AVID S34” tyre in size 235/65R17 104T, a fitment that will cover the U.S., Canadian and Mexican markets.

“AVID S34” is YOKOHAMA’s all-season passenger car tyre which contributes to higher

fuel efficiency while also providing superior drivability and safety. The tyre was developed by applying the basic design and materials technology used in the Company’s “BluEarth” global tyre brand, which is based on the concept of “environmentally, human and socially friendly.”

Yokohama Rubber is aggressively pursuing tyre development based on its advanced “BluEarth” tyre technology, and the resulting tyres are increasingly being adopted as original equipment on many new model eco-cars and hybrid vehicles.



*“AVID S34”*