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For immediate release

Contact:
Corporate Planning Department
Corporate Communications Section
Phone: 81-3-5400-4531
Fax: 81-3-5400-4570

Two YOKOHAMA Tires Receive World's Most Prestigious Design Award—Chicago Athenaeum's 2019 Good Design Award

Tokyo—The Yokohama Rubber Co., Ltd., is proud to announce that two of its tires were among the winners of the Chicago Athenaeum's 2019 Good Design Awards announced this past December 12. The two award-winning tires are the GEOLANDAR X-CV tire for high-performance crossover SUVs and the GEOLANDAR X-AT tire for SUVs and pickup trucks.

The Chicago Athenaeum Good Design Award, established in 1950, is the world's oldest and most prestigious worldwide design award. It is organized by the Chicago Athenaeum Museum of Architecture and Design. Candidate products are judged by experts who evaluate products from diverse perspectives, including design, use of new technologies, materials and function. In 2019, the Good Design Award was presented to more than 900 products and graphic designs from entries received from more than 47 countries and covering a wide range of categories, including electronics equipment, transportation-related goods, and medical equipment.

The award-winning GEOLANDAR X-CV is a new highway terrain tire developed specifically for the increasingly popular midsize and large monocoque-structure high-performance crossover SUVs that emphasize high-speed performance and drivability. The GEOLANDAR X-AT is a tire developed to meet the needs of drivers who want to tune and dress up their vehicles for off-road driving while maintaining on-road driving comfort. In addition to its distinctly rugged appearance as an off-road tire capable of delivering an outstanding performance in the most challenging conditions, the GEOLANDAR X-AT delivers a comfortable on-road ride performance.

The consumer tire strategy in Yokohama Rubber's medium-term management plan, the Grand Design 2020 (GD2020), targets raising the company's presence in the premium car markets. Accordingly, the Company is actively introducing products with high performance and design sense based on original approaches. The 2018 Chicago Athenaeum Good Design Award winners also included two YOKOHAMA tires—the GEOLANDAR X-MT mud-terrain tire for SUVs and pickup trucks, and the AVID Ascend GT passenger car tire.

