20th February 2024

**YOKOHAMA joins GDSO, an organization promoting industry standards for tyre data**

YOKOHAMA announced today that since January 2024 it has become a full member of the Global Data Service Organisation for Tyres and Automotive Components (GDSO), an international non-profit association promoting standardization and access to data related to tyres. As a GDSO member, YOKOHAMA will comply with industry standards promoting individual tyre identification management.

Aiming to make it easier for tyre manufacturers and other organizations in the tyre value chain to access and efficiently use tyre data, GDSO seeks to establish global agreements on standardizing tyre-related data, defining solutions using data access, developing the solutions for accessing tyre data online, and establishing a Web-based service that will facilitate access to that data. With this regard, GDSO already developed a platform to allow tyre’s data sharing starting from a serialized tyre’s identity captured using different technologies, including the radio frequency identification (RFID). GDSO is working to create a new service to collect critical information along the tyre’s life cycle.

YOKOHAMA will participate in GDSO activities to promote the construction of a platform for utilizing various data related to tyres. In addition, the Company will comply with tyre industry standards by providing access to accurate, reliable, and up-to-date data on our tyre data management platform and by developing and maintaining applications needed to access that data.

RFID is a wireless communication technology using radio waves to read and write data on tags embedded in a product without the need for physical contact with the product. Using RFID with tyres will facilitate tyre identification management. In addition to enabling traceability that will enhance tyre safety by facilitating tyre manufacturers’ quality assurance (response to defects, elimination of counterfeit products, etc.) and ability to track the tyre through production, installation, and maintenance, RFID is expected to raise the efficiency of inventory management and logistics at factories and warehouses. YOKOHAMA has completed the technical development of tyres equipped with RFID and going forward will consider how to enhance the customers’ needs leveraging on RFID technology using the specific data for a specific tyre.

**About GDSO:**

Name: GDSO (Global Data Service Organization for Tyres and Automotive Components)

Established: January 2022 in Brussels, Belgium

Web Site: https://gdso.org/Home



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