15th November 2023

**YOKOHAMA’s ADVAN V35 tyres coming factory-equipped on the Porsche Cayenne**

YOKOHAMA announced today that it is supplying its ADVAN V35 tyres as original equipment (OE) to Porsche AG for use on the car manufacturer´s facelift model of the Cayenne premium SUV, which is sold worldwide. The tyre sizes are 285/40R22 110V for the front and 315/35R22 111V for rear. The Cayenne SUVs are also being fitted with ADVAN Sport V107 ultra-high performance tyres.

The ADVAN V35 is an ultra-high performance tyre from YOKOHAMA's global flagship tyre brand, the ADVAN series. Developed to ensure a safe driving experience on a wide range of road conditions from dry to wet or snowy\*, it bears the “M+S (mud & snow)” marking on its sidewall. In addition, it enhances the vehicle’s fuel efficiency while also providing superior drivability and safety. Developed in collaboration with Porsche, the tread pattern of the original equipped tyre was specially tuned to achieve improved snow performance while also maintaining a high level of rolling resistance, which are two features that are difficult to achieve simultaneously. The “NC0” mark on the side of each tyre indicates Porsche’s approval.

Under YOKOHAMA’s three-year (2021–2023) medium-term management plan, Yokohama Transformation 2023 (YX2023), the consumer tyre business aims to maximize the sales ratios of high-value-added YOKOHAMA tyres, namely the global flagship ADVAN brand, the GEOLANDAR brand of tyres for SUVs and pick-up trucks, and various winter tyres. One of the key initiatives under this strategy is expanding the adoption of ADVAN and GEOLANDAR tyres as original equipment on new cars.

\*Although this tyre was developed to also be capable of driving in shallow snow, it cannot be used as a winter tyre. If you are planning to drive in snowy areas or on icy roads, the tyres will need to be replaced with studless tyres or other winter tyres.

Ein Bild, das Objektiv, Synthesekautschuk enthält.

Automatisch generierte Beschreibung

*ADVAN V35 \*315/35R22 111V rear tyre*

*ADVAN V35 \*285/40R22 110V front tyre*