

November 20, 2024
For immediate release

Contact:
Corporate Planning Department
Corporate Communications Section
Phone: 81-463-63-0414
Fax: 81-463-63-0552

Yokohama Rubber launches ADVAN WINTER V907, a new ultrahigh performance winter tire for Mercedes-AMG E-Class cars

Hiratsuka, Japan—The Yokohama Rubber Co., Ltd., announces that it launched sales from this October of a new ultrahigh performance winter tire, the ADVAN WINTER V907, as an afterparts tire for the Mercedes-AMG E-Class luxury sedan. Sales initially are mainly through Mercedes-AMG dealerships in Europe. The initially available tire sizes are 245/45R19 102V for front tires and 275/40R19 105V for rear tires. Yokohama Rubber also plans to develop an ADVAN WINTER V907 replacement tire based on the new afterparts tire in a wider range of sizes, with sales to be launched sequentially at tire dealers mainly in Europe from 2025.

The ADVAN WINTER V907 is the new winter tire to be added to Yokohama Rubber's global flagship ADVAN brand in 17 years. The newly developed ADVAN WINTER V907 combines the technologies that have made Yokohama Rubber's ADVAN Sport series of ultra-high performance tires popular as original equipment (OE) on premium cars of several leading automakers, including Mercedes-AMG, with the technologies accumulated during Yokohama Rubber's many years of developing winter tires. The result is a winter tire that achieves an unusual combination of high performance on snow as well as in dry conditions. In addition to excellent performance when driving on snow, the new ADVAN WINTER V907 delivers excellent comfort and handling stability when driving on dry roads at the high speeds typical for high-power premium cars.

The new tire's specially designed tread pattern features the V-shaped grooves and 3D sipes that contribute to the excellent snow performance of Yokohama Rubber's previously developed winter tires as well as a center rib that enhances handling stability on dry roads. The tire's tread compound also contributes to its dual performance by combining a cap compound (upper layer of rubber in the tire tread) that provides excellent snow performance with an undertread compound (rubber layer in tire's core) that contributes to handling stability on dry roads.

The two sizes to be launched as afterparts were jointly developed with Mercedes-AMG, and the tires' sides bear the "MO1A" mark that indicates Mercedes-AMG's approval. Yokohama Rubber has a strong track record of providing OE tires for numerous Mercedes-AMG models, including the use of ADVAN Sport V107 tires on Mercedes-AMG GLB 35 4MATIC and Mercedes-AMG CLE 53 4MATIC+ Coupé in recent years.



Mercedes-AMG E-Class

*The above photo is used with the permission of Mercedes-AMG. Reprint or other usage of this image without prior permission from Mercedes-AMG is strictly prohibited.

The consumer tire strategy in Yokohama Rubber's three-year (2024–2026) medium-term management plan, Yokohama Transformation 2026 (YX2026), aims to maximize the sales ratios of high-value-added tires by expanding sales of YOKOHAMA's global flagship ADVAN brand, the GEOLANDAR brand of tires for SUVs and pickup trucks, winter tires, and 18-inch and larger tires. Yokohama Rubber also is implementing "Product and Regional Strategies" focused on strengthening the development, supply, and sale of tires that respond to specific trends in each regional market.