

AVID[®] Ascend[™]

Orange Oil Technology Created the Perfect Touring Tire.

The ideal touring tire, with the optimum balance of extended treadlife, all-season performance and superb fuel efficiency, has long been elusive. But it should come as no surprise that through Yokohama's technologically advanced Orange Oil compound, our engineers created touring tire perfection. While tires with conventional compounds contend with compromises in these three essential areas, AVID[®] Ascend[™] is the world's first touring tire to offer the Orange Oil difference.

Orange Oil Difference



OPTIMIZED

TREADLIFE
ALL-SEASON PERFORMANCE
FUEL EFFICIENCY

By infusing Orange Oil, we improved the molecular bond between natural and synthetic rubber. The result? Optimized treadlife, all-season performance and fuel efficiency. **AVID Ascend just may be the best touring tire available today.**

Redefines the Expectations for Treadwear.



For optimized treadwear



ADAPTIVE 3D SIPES

Increase block rigidity for longer, more even wear, while promoting wet and winter traction.



COMPREHENSIVE MILEAGE TESTING

Proves the extraordinary longevity of the AVID Ascend. See reverse side for test results.

Gripping Performance Across Weather Conditions.



For optimized all-season capabilities



CROSS GROOVES AND DEEP CIRCUMFERENTIAL GROOVES

Expedite water evacuation and provide exceptional bite for improved winter traction.

ADAPTIVE 3D SIPES

Change shape as the tread wears down, ensuring all-season traction that lasts throughout the life of the tire.



Full Tread Depth



50% Worn



75% Worn

Resets the Gauge on Fuel Efficiency.

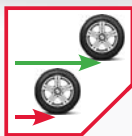


For optimized fuel efficiency



OPTIMIZED TREAD PROFILE

Enhances rolling resistance, while promoting long treadlife.



ROLLING RESISTANCE TESTING

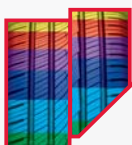
Confirms AVID Ascend's exceptional fuel efficiency. See reverse side for test results.

All This...and a Quiet Ride.



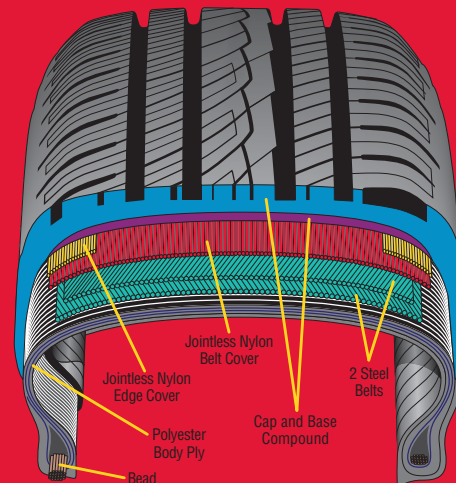
TREAD BLOCK BRIDGES

Reduce tread movement for more even treadwear and reduced noise.



MULTI-PITCH TREAD DESIGN

Separates tread blocks into different sizes and shapes for a quiet ride.



Construction may vary by size and/or speed rating.

For Vehicles Mentioned Below and Many Others:

Acura TSX	Lexus EX, GS, RX
Audi A4, TT	Lincoln MKS, MKZ
BMW 3 Series, 5 Series	Mazda 2, 3, 5, 6
Buick LaCrosse, Lucerne	Mercedes C Class, ML
Chevrolet Cobalt, Cruze, Equinox, Malibu	Mitsubishi Galant, Lancer, Outlander
Chrysler 200, 300, Sebring, Town & Country	Nissan Altima, Quest, Rogue
Dodge Caliber, Caravan, Nitro, Stratus	Pontiac G3, G5, G6
Fiat 500	Saab 9-3
Ford Focus, Flex, Fusion, Taurus	Scion xA, xB, xD
Honda Accord, Civic, CRV, Odyssey	Subaru Forester, Impreza, Legacy
Hyundai Elantra, Santa Fe, Sonata, Tucson	Suzuki Kizashi, SX4, Verona
Jeep Compass, Patriot	Toyota Camry, Corolla, Prius, Sienna
Kia Forte, Optima, Rondo, Sportage	Volkswagen CC, Golf, Jetta, Passat
	Volvo C30, S40, V50, S60

Assurance of Value:

Limited Treadwear Warranty	Speed Rating	UTQG
85,000 Miles	T Rated Sizes	800/A/B
75,000 Miles	H Rated Sizes	740/A/A
65,000 Miles	V Rated Sizes	740/A/A

Test drive the AVID Ascend for 30 days. If not fully satisfied, bring them back for a full refund. See dealer for complete details.



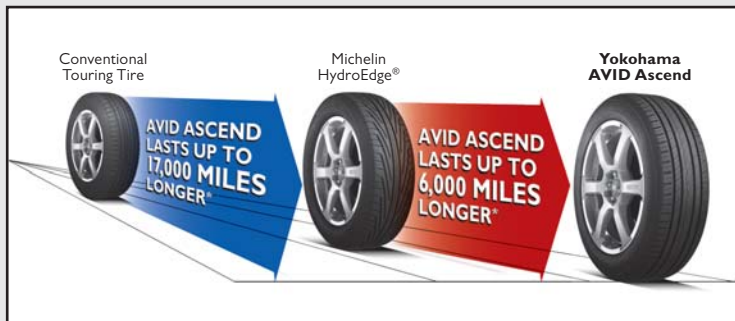


Made in the
USA

Proving the Orange Oil Difference.

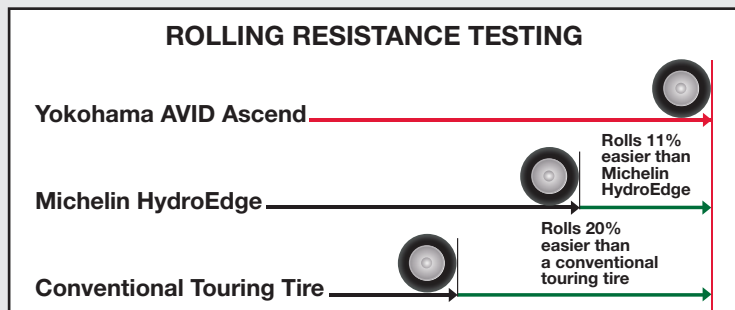
Today's Orange Oil technology has revolutionized the way we engineer touring tires. And tests confirm it: The new AVID[®] Ascend[™] eclipses the leading competitor and conventional touring tires in mileage and rolling resistance. This translates to a next-gen tire that lasts longer and is far more fuel efficient; a clear winner among its peers... and for any driver.

AVID Ascend is Miles Ahead.



*Test results based on independent testing using Toyota Camry vehicles equipped with size P215/60R16 tires on public highways under controlled driving and maintenance conditions. Treadwear mileage is projected wear-out mileage. Individual mileage results may vary based on tire/vehicle maintenance, driving styles and terrain.

Rolling Over the Competition.



Testing shows that the AVID Ascend is more fuel-efficient than its predecessor and the leading competitor, which means fewer trips to the pump.

	Yokohama AVID Ascend	
Estimated savings throughout the life of the tires	VS. Conventional Touring Tire	VS. Michelin HydroEdge
Fuel Savings	109 gallons	58 gallons
Dollar Savings	\$382	\$204
Miles of Fuel Savings	2,400 miles	1,284 miles
CO ₂ Reduction	2,115 lbs.	1,125 lbs.

Savings based on fuel price of \$3.50/gallon and 22 MPG. Savings based on 12,000 miles per year. Tire life savings based on 80,000 mile tire life. Tire test size P215/60R16. Rolling resistance differences of 11% and 20% based on independent testing. Rolling resistance/fuel economy ratio based on midpoint of range cited by US EPA. Individual savings may vary based on tire/vehicle maintenance (such as air pressure or alignment), driving styles and terrain.

Extensive Coverage.

From performance sedans to crossovers, the all-new AVID Ascend's extensive line-up covers over 85% of the touring market.

Tire Size	Part No.	Tire Size	Part No.
175/65R15 84T	32330	225/65R16 100H	32354
185/55R15 82V*	32378	225/70R16 103H	32353
P185/60R15 84T	32331	P235/60R16 99T	32355
P185/65R15 86T	32332	235/65R16 103H	32356
P195/60R15 87T	32333	205/50R17 93V	32357
195/60R15 88H	32334	P215/50R17 93V	32358
P195/65R15 89T	32335	P215/55R17 93V	32361
195/65R15 91H	32336	P215/60R17 95T	32359
P205/65R15 92T	32337	P215/65R17 98T	32360
P205/65R15 92H	32338	225/45R17 91V	32362
P205/70R15 95T	32339	225/50R17 94V	32366
215/70R15 98T	32340	P225/55R17 95T	32363
185/55R16 83H	32341	P225/60R17 98H	32364
P195/60R16 89H	32342	225/65R17 102H	32365
P205/55R16 89T	32343	235/45R17 97V	32367
205/55R16 91H	32344	P235/60R17 103H	32368
P205/60R16 91T	32345	235/65R17 104H	32369
P205/60R16 91H	32346	P215/55R18 94H	32370
205/65R16 95H*	32375	P225/50R18 94T	32371
215/55R16 97H	32347	P225/55R18 97H	32372
P215/60R16 94T	32348	P225/60R18 99H	32373
P215/60R16 94V	32349	235/55R18 100H	32374
215/65R16 98H	32350	235/60R18 107H*	32377
225/60R16 98T	32351	235/50R19 99V*	32376
225/60R16 98H	32352		

*Available 2nd half 2012

Over 90% of AVID Ascend sizes are proudly made in the U.S.A.

For a copy of complete test results, contact: Yokohama Tire Corporation, PO Box 4550 Fullerton, CA 92834, Attn: AVID Ascend testing.



AVID Ascend has earned Yokohama's BluEarth[®] designation. BluEarth is an ecologically friendly series of tires from Yokohama that pursues the highest standards of performance, while striving to protect the global environment.