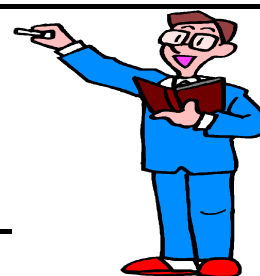


TOYO TIRE TALK

No.01-009 (TTT-118)

Technical Service Department Japan
 Technical tips and information that may
 allow you to provide better customer service.

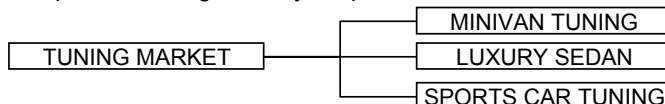
We would appreciate your input, please contact us.
 Phone:0081-727-826972, Fax:oo81-727-721120



August 24th, 2001

Subject : JAPANESE TUNING TRENDS

The Japanese tuning industry is split into three sections.



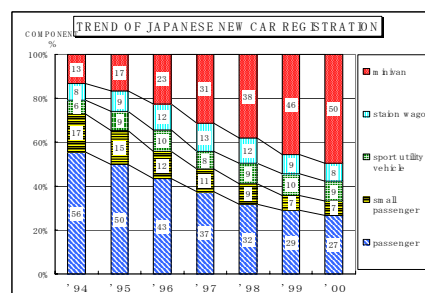
Until recently the tuning industry has concentrated mainly on Sports Cars, however Minivans and Luxury Sedans are becoming increasingly popular. In this edition of TOYO TIRE TALK we will introduce the popular vehicles and tire sizes in Japan.

★ MINIVAN

Recently the Minivan category has become more popular than any other market sector in Japan. In 1994 the Minivan share was a mere 13%, but by 2000 that figure had rocketed to 50%.

We think the reason for this massive growth is as follows:

1. Outdoor sports are in fashion and customers want a vehicle that can carry all their bags and sports equipment.
2. Minivans are now much easier and exciting to drive, and are also extremely comfortable and spacious.
3. Minivans are taller than conventional cars, and therefore give a better view out of the road and scenery.



★ MINIVAN TUNING

Customers tend to upgrade the original sizes to mainly 17 and 18 inch wheels and tires, but many would prefer to go larger for an even more aggressive look. Here are three popular vehicles and their tuning sizes.

NEW TOYOTA ESTIMA/PREVIEW



Original size: 215/60R16 95H



Tuning size: 245/35ZR20

NEW HONDA ODYSSEY



Original: 215/60R16 95H



Tuning size: 245/35ZR20

HONDA STEP WAGON



Original size: 195/65R15 91H



Tuning size: 245/35ZR19

★ LUXURY SEDAN TUNING

The younger generation are even tuning luxury sedans to make them more distinctive. Mainly they change the original equipment to 18-19 inch replacements, but there's a trend towards even larger, more aggressive wheel/tire packages.

Here's a quartet of Luxury Sedans and their tuning sizes.

NEW TOYOTA CELSIOR/LEXUS LS430



Original size: 225/60R16 98H

TOYOTA CELSIOR/LEXUS LS400



Tuning size: F:- 245/35ZR20. R:- 285/30ZR20



Original size: 215/65R15 96H

TOYOTA ARISTO/LEXUS GS300



Tuning size: F:- 245/40ZR18. R:- 275/35ZR18



Original size: 225/55R16 94V

NISSAN CEDRIC/GLORIA



Tuning size: F:- 235/40ZR18. R:- 275/35ZR18



Original size: 215/55R16 91V



Tuning size: F:- 235/40ZR18. R:- 275/35ZR18

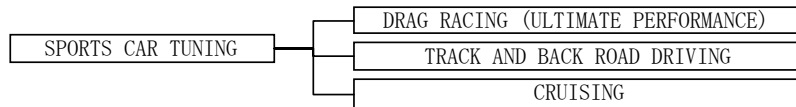
With Minivan and Luxury Sedan tuning, the fashion is to broaden the track and bring the wheel rim flange into line with the outer extremities of the wheel arch.

Air pressure management is a crucial factor with these fitments, as the flexible point (the shoulder and sidewall) is shallower than that of the original tires.



★ SPORTS CAR TUNING

There are three types of sports car tuning, and they involve not only changing the wheels and tires, but also upgrading the engine, appearance and interior for high performance driving.



★ DRAG RACING

TOYOTA SUPRA TURBO



Original size: F:- 235/45ZR17. R:- 255/40ZR17 Tuning size: F:- 245/40ZR17. R:- 315/40ZR17
 Standard power output: 280ps Tuned power output: 1,260ps

This monster car can accelerate from 0-400m in a sensational 9.788 seconds.
 Recently the JDDA (Japan Drag Race Driver Association) was established to promote drag racing.

★ TRACK AND BACK ROAD DRIVING



Tire size: 195/55R15 84V (same size as O.E.)



Engine tuning: 170ps to 200ps



Tire size: 205/55R16 89V **165ps to 260ps**
 (O.E. size: 195/60R15 86H)



Tire size: 245/45ZR17 **280ps to 450ps**
 (Same size as O.E.)

Instead of massively increasing the size of their wheels and tires, these enthusiasts prefer to keep sizes close to standard and opt for semi-racing rubber - they put performance before appearance. On winding roads they enjoy high speed driving and controlled slides and drifts.

★ CRUISING



280ps to 340ps

Original size: F:- 225/50ZR16
 Tuning size: F:- 245/40ZR17



Original size: F:- 235/45ZR17. R:- 255/40ZR17
 Tuning size: F:- 245/40ZR18. R:- 275/35ZR18

280ps to 700ps

Cruising enthusiasts want more grip than standard so that they can enjoy high performance driving, but it is also important to them for their car to look extra-stylish on its wheels and tires.

[When your customers are interested in tuning options, feel free to show them this information!](#)