

June 27, 2011

New Toyo® Versado® Eco Combines Luxury Performance with a Green Attitude

CYPRESS, CALIFORNIA – The new Versado® Eco by Toyo Tires® is an all-season, low rolling resistance luxury performance tire designed for hybrids and other environmentally-friendly vehicles. Using a combination of innovative technology and materials friendly to the environment, the Versado Eco delivers low rolling resistance without sacrificing tread life, luxury or performance.

Part of a global initiative to bring together both technology and ecology, the Versado Eco features progressive compound components and recycled materials. Rolling resistance is reduced by high silica content in the tread compound along with highly reactive polymer and a naturally derived material that the company calls Green Powder. The Green Powder and highly reactive polymer improve the dispersion of the silica, reducing friction and lowering rolling resistance.

Its environmental footprint is further reduced by using Eco Circle Fibers™ made from recycled polyester in its casing construction.

In addition, the long tread life and smooth, comfortable ride are achieved using advanced compound, construction and design elements such as an optimized tread profile and Toyo Tires' Silent Wall™ Technology.

The Versado Eco is available to fit wheels from 15- to 18-inches in diameter, and is ideal as an OE tire upgrade for environmentally-friendly vehicles such as: Toyota® Prius®, Toyota Camry® Hybrid, Lexus® HS250h and CT200h, Honda Civic® Hybrid, Honda Insight® and the Chevrolet® Malibu® Hybrid. An "E" ecology mark on its lower sidewall denotes that it puts a focus on improved fuel economy.

To learn more about the Versado Eco and other low rolling resistance tire products from Toyo Tires, log onto www.toyotires.com. Toyo Tires manufactures and distributes a complete line of replacement tires for high performance cars, luxury vehicles, light trucks and SUVs as well as tires for commercial trucks. Connect with the Toyo Tires community at www.facebook.com/toyotires and www.twitter.com/toyotires.

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