

The manufacture and sale of tires is the core business of Toyo Tire, accounting for approximately 85% of total sales. We make tire products for passenger vehicles, large vehicles such as SUVs, CUVs and pickup trucks as well as trucks, buses and construction vehicles.

Three Toyo Tire Group Brands

The tire business is comprised of three brands: Toyo Tires, Nitto and Silverstone. Brand-specific business strategy propels the development and supply of products tailored to each brand’s target market. These brands are the choice of customers around the world for high performance, quality and distinctive brand character.

TOYO TIRES

Toyo Tires is a trusted, technology-focused global tire brand with an extensive product lineup acclaimed for exceptional performance and quality.

The TRANPATH minivan tire brand was developed as a “specialized tire” and released in 1995, and has been popular in Japan for 20 years as a product that defines the specialized minivan tire.

In 1991 we developed a winter tire that incorporates walnut shells, and it continues to be popular today as a winter tire concept that provides stable driving on slippery winter roads.

The NANOENERGY series made its long-anticipated as the next-generation fuel-efficient tire concept. This tire achieves a premium “AAA” grade based on Japan’s labeling system for rolling resistance performance, while combining “a” and “c” grades for wet grip performance. Since it went on sale in Japan, NANOENERGY has been released globally in Europe, Southeast Asia and elsewhere.

In North America, our large-diameter tires for bigger passenger vehicles like SUVs, CUVs and pickup trucks are increasingly popular and highly rated. The OPEN COUNTRY series features an extensive size lineup with superior performance for city and off-road driving proven in rigorous road races, accounting for its popularity in North America as well as the rest of the world.

For small trucks, we developed the DELVEX small-truck brand tire, which delivers improved wear performance and maintainability.

The ZEROSYS fuel-efficient tire brand is our truck and bus tire. Rather than rely on existing technology, this tire was developed from “zero” into a fully finished tire product that supports both cost reduction and environmental conservation.

We also developed the NANOENERGY M638 as the first NANOENERGY brand product in the truck and bus category, offering a large, fuel-efficient route bus tire.



NITTO

Nitto is our strategic brand that fuses creativity with unique, innovative designs based on imaginative ideas under the motto of creating products desired by car enthusiasts. The brand enjoys niche-market support particularly among car dress-up and tuning fans in North America, where it has deployed large-diameter, high-value-added tires for light trucks and ultra-high-performance tires.



SILVERSTONE

The science of full contact

Silverstone, the famous Malaysian brand, joined the Toyo Tire Group in 2010. Fulfilling large delivery quantities to car manufacturers in Malaysia, SILVERSTONE enjoys considerable local recognition. We are steadily growing this brand around our existing clients as a high dependable tire brand with a clear Southeast Asia presence for passenger cars.

Supply

With a growing worldwide tire demand, the Toyo Tire Group is building a global production and supply system to serve North America, Japan and Asia with the aim of ensuring a quick supply of products critical to each regional market.

To ensure consistent, high performance and quality anywhere, our unique philosophy is to continue to refine our technologies and then transplant the latest technology into our newly built plants.

Our unwavering policy is to deliver to the world the high performance and quality (=Japanese quality) that we create as a Japanese tire maker.