

The manufacture and sale of tires is the core business of Toyo Tire, accounting for approximately 90% of total sales. We make tire products for passenger vehicles, light trucks such as SUVs and pickup trucks as well as trucks and buses. We are expanding TOYO TIRES and NITTO brands to the global market.

TOYO TIRES

TOYO TIRES is a globally trusted brand with a sophisticated taste backed by advanced technology. Featuring a full product lineup, this brand promotes ideal driving.

Our "OPEN COUNTRY" series of tires for SUVs and pickup trucks has carved out a unique position in North America, particularly in the United States. Its popularity is not limited to North America, but it is also popular in Japan, especially among users who are interested in outdoor activities. In addition, our "PROXES" brand of tires, which delivers high performance, has been globally acclaimed. We also market other tires conceived as specialist products, such as our fuel efficient "NANOENERGY" tires, and "OBSERVE" studless tires for winter.

In addition, we proactively launch products to fit customers' needs, such as focusing efforts on the sale of "CELSIUS" all-season tires that are capable of handling snowy road surfaces.

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



OPEN COUNTRY R/T TRAIL



OPEN COUNTRY A/T



PROXES Sport 2



PROXES Comfort II



CELSIUS



OBSERVE GIZZ



NANOENERGY M151 EV



M939

NITTO

The NITTO brand combines freedom, innovation and creativity in response to the product demands of car enthusiasts as our motto states. With customer voice and in-depth analysis, we predict market needs, constantly create trends, and have gained an overwhelming reputation in niche markets.

In addition to garnering endorsement from avid car fans in the North American niche market, who favor customizing a car's appearance, known as "dressing up," and performance, known as "tuning," NITTO proactively markets tires for light trucks and ultra-high performance tires in Central and South America, Europe, and Southeast Asia.



RIDGE GRAPPLER



TERRA GRAPPLER G3



INVO



NT420 V