WINTER CATALOGUE

AI-generated image



OBSERVE EWS1



CELSIUS AS2

TOYO TIRES

Open Roads Await

ABOUT US – TOYO TIRE CORPORATION

TOYO TIRE has been offering premium high-performance tires for more than 80 years and is one of the world's largest tire manufacturers.

The company was founded in 1945, is based in Japan and has been producing tires and automotive technologies ever since.

In 2005, the European distribution center TOYO TIRE was opened as Toyo Tire Europe GmbH based in Germany (Willich) and enabled the Europe-wide distribution of tires for Light trucks, vans, passenger cars, SUVs, off-road and 4x4 vehicles.

In 2019, the first European R&D center was opened in Germany.

Since then, TOYO TIRE has been testing and developing its tire technologies on European test and race tracks for the eventual Deployment on the road.

In 2022, the first European plant was opened in Serbia and a new holding company was founded.

In 2025, a new company, Toyo Tire Sales and Marketing Europe d.o.o., was founded in Serbia (Indija).

TOYO TIRE continues to grow and continuously develop advanced tire technologies designed for performance and safety. Where technically possible, renewable and recycled materials are also used for this purpose.



TOYO TIRES – Factory in Serbia



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SUSTAINABILITY
OUR TIRES

In order to reduce the environmental impact of tire production, TOYO TIRES uses renewable and recycled materials in certain tire components, provided that they are technically suitable. The company also uses solar energy at selected production sites.





For a concept tire unveiled at the Tokyo Motor Show in 2024, TOYO TIRES presented its first concept tire with a high proportion of renewable and recycled raw materials. This concept tire contained butadiene rubber. This rubber is made using CO_2 that is captured during the tire production process.

The carcass was made of bio-based polyester; the steel belts and the bead core were made from recycled steel.

The newly developed PROXES slick racing tires used in the 24-hour race also used renewable raw materials, e.g. vegetable oils, silica from rice husk ash and recycled wire for the bead core. Compared to previous racing tires, these new racing tires contain selected renewable and recycled materials.

TOYO TIRE uses motorsport to develop tire technologies to incorporate experience from motorsport directly into the development of the next generation of road tires.



TOYO TIRES a sporty brand

ORIGINAL EQUIPMENT

TOYO TIRE has been developing for many years – together with well-known vehicle manufacturers – tires that are adapted to the individual vehicle specifications.

These tires undergo special testing procedures to ensure that the vehicle and engine performance perfectly transferred from the tire to the road.

Well-known vehicle manufacturers include Lexus, Toyota, Nissan, Mitsubishi, Mazda, ISUZU and Fiat.

Fiat Fullback

ISUZU D-MAX

Lexus RX300

Mazda2 | Mazda3 | Mazda5 | Mazda6 | Mazda Premacy | Mazda CX-3 | Mazda CX-5 | Mazda CX-30 | Mazda CX-60

Mitsubishi L200 | Mitsubishi Outlander

Nissan Cube | Nissan X-TRAIL

Toyota Prius | Toyota Prius+ | Toyota RAV 4 | Toyota Land Cruiser

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PRODUCT OVERVIEW

WINTER

OBSERVE EWS1



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WINTER
PCR / SUV

SNOWPROX S954
SNOWPROX S954 SUV



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WINTER
PCR / SUV

OBSERVE S944
OBSERVE S944 SUV



14

WINTER
PCR / SUV

ALL SEASON



18

CELSIUS AS2

ALL SEASON
PCR / SUV

VAN



22

CELSIUS CARGO

ALL SEASON
VAN



24

OBSERVE VAN

WINTER
VAN

WINTER



OBSERVE EWS1



The **OBSERVE EWS1** is both a passenger car and SUV tire and it has been specially developed for European winter conditions. It offers drivers precision and control at motorway speeds. Further developments in the rubber compound and construction contribute to the improved braking performance in both wet and snowy conditions and support safe and comfortable driving when conditions change quickly in the winter months. Even at high speeds, the tire offers precise steering behavior and driving stability.

PCR / SUV Dimensions

15 - 21 inch. Speed index T, H, V and W.

C - D	B	72 - 75	B	√	-

Aspect Ratio 30 - 65.	**Width 195 - 295.**

For further Information about the EU-tire label, data about the tire and other technical information, go to toyotires.eu

Tread Pattern Features



OBSERVE EWS1

1. Directional tread pattern. DYNAMIC TAPER DESIGN (Lateral grooves) for improved wet and dry braking.

2. ASYMMETRIC RIB DESIGN for improved traction and braking effect.

3. SHALLOW / SUB GROOVE improve wet and dry braking.



SNOWPROX S954
SNOWPROX S954 SUV



The **SNOWPROX S954** and the **SNOWPROX S954 SUV** are winter tires with an asymmetrical tread.

The tread pattern and the optimized rubber compound provide grip on wet and wintry roads.

PCR / SUV Dimensions

16 - 21 Inch. Speed index H, V and W.

C - E	B - C	71 - 73	A - B	√	-

Aspect Ratio 30 - 65.	**Width 195 - 325.**

For further Information about the EU-tire label, data about the tire and other technical information, go to toyotires.eu

Tread Pattern Features



SNOWPROX S954 and SNOWPROX S954 SUV

1. Tightly arranged tread blocks with many sipes and wide, Circumferential tread grooves support good water drainage.
2. Asymmetrical tread design.
3. Silica tread compound, which is designed to minimize rolling resistance and to improve grip.



OBSERVE S944



The **OBSERVE S944** and the **OBSERVE S944 SUV** are winter tires with a directional tread pattern.

Modern tire construction and Nano-Balance technology ensure good grip on wet and wintry roads.

PCR / SUV Dimensions

15 - 19 Inch. Speed index T, H and V.

D - E	B - C	70 - 71	B	√	-

Aspect Ratio 40 - 70.	**Width 195 - 295.**

For further Information about the EU-tire label, data about the tire and other technical information, go to toyotires.eu

Tread Pattern Features



OBSERVE S944 and OBSERVE S944 SUV

1. Stable middle blocks that are connected to each other, support good contact with the road.
2. Tread blocks with fine sipes that can be divided into different directions run, quickly drain water out of the tread and thus enable good road contact.
3. Directional tread pattern with deep tread grooves that are connected to each other.



ALL SEASON




TOYO TIRES

CELSIUS AS2



The **CELSIUS AS2** is an all-season tire with directional Tread that can be ridden in both summer and winter.

Its winter suitability is indicated by the 3PMSF symbol (snowflake symbol) on the side wall.

Both the tread and the rubber compound support grip and Performance on dry and wet roads.

PCR / SUV Dimensions

14 - 20 Inch. Speedindex T, H, V, W, Y.

C - D	B	71 - 72	B	√	-

Aspect Ratio 35 - 70.	**Width 175 - 275.**

For further Information about the EU-tire label, data about the tire and other technical information, go to toyotires.eu

Tread Pattern Features



CELSIUS AS2

1. Directional tread blocks.

2. The directional tread grooves support water/mud drainage and improve wet grip.

3. Small grooves in the tread blocks also contribute to quick water drainage, improving grip and contact with the road.



VAN





CELSIUS CARGO



The **CELSIUS CARGO** is an all-season transporter tire with an asymmetrical tread that can be ridden in both summer and winter.

Its suitability for winter is proven by the 3PMSF symbol (snowflake symbol) on the sidewall.

Both the tread pattern and the rubber compound support grip and performance on dry and wet roads.

14 - 17 Inch. Speed index R, S, T and H.

C - E	C	72	B	√	-

Aspect Ratio 55 - 75.	**Width 175 - 235.**

For further Information about the EU-tire label, data about the tire and other technical information, go to toyotires.eu

Tread Pattern Features



CELSIUS CARGO

1. Asymmetrical tread design. The profile blocks of the profile are interspersed with fine slats to quickly drain water from the profile.

2. Wide shoulder blocks with high block stiffness provide a good contact patch and are designed to reduce wear.

3. Small connecting blocks between the tread blocks improve grip on wintry roads, as they grip the snow cover on the road like claws.



OBSERVE VAN



The **OBSERVE VAN** is a van tire with a symmetrical tread pattern and a special rubber compound that uses Nano-Balance technology.

Optimized tread block design supports good mileage and good grip on wet and wintry roads.

The reinforced carcass makes the tire a robust Transporter tire.

14 - 17 Inch. Speed index R, S, T and H.

C - D	B - C	72	B	√	-

Aspect Ratio 55 - 82.	**Width 185 - 235.**

For further Information about the EU-tire label, data about the tire and other technical information, go to toyotires.eu

Tread Pattern Features



OBESERVE VAN

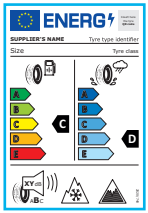
1. Wave-shaped center section blocks allow for high fin rigidity and an improved edge effect for good grip on winter roads.

2. Wide shoulder blocks with high block stiffness provide a good contact patch and thus good contact with the road.

3. 3D sipes and multi-wave grooves quickly drain water from the profile, reducing the risk of aquaplaning.



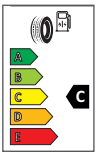
EU TIRE LABEL



On fuel efficiency, wet grip and external rolling noise, the European Union revised its compulsory label for all new tires, with effect from 1 May 2021. All relevant new tires must carry the revised EU label, which is intended to give end-users some essential information to help them when choosing new tires.

The QR code, read with a smartphone or other suitable reader, is intended to provide additional information:

1 Reduce environmental impact

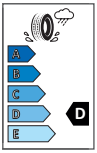


Fuel efficiency / Rolling Resistance

- Is expressed as 'rolling resistance'
- Rolling resistance directly impacts fuel consumption and the environment.

At lower rolling resistance, the tire dissipates less energy, contributing less to resistive forces and thereby reducing fuel consumption and CO_2 emission.

2 Increase safety



Wet grip performance

- Tires with excellent grip in the wet have shorter braking distances on wet roads.

The label displays a series of 5 classes, with tires with an “A” offering the highest wet grip and those with an “E” the lowest. Summer tires must be Grade “E” minimum.

3 Reduce noise production



Exterior rolling noise (noise level measured in dB)

- Graded A, B or C
- “A” indicates the lowest grade for noise, “B” means a medium grade, while “C” is the noisiest possible grade.



The ICE grip pictogram applies to Nordic winter tires for use on iced surfaces.



The SNOW grip pictogram represents tires for use in severe snow conditions.



TOYO TIRE SALES AND MARKETING EUROPE D.O.O.
Industrijska 3 no. 5
22320 Indjija

toyotires.eu

/ToyoTiresEurope

/ToyoTire

/ToyoTire

TOYO TIRES

Open Roads Await

TT/WINTER/2026–2027/01