

Sumitomo Rubber Acquires Viaduct, U.S. AI Solutions Company -Accelerating Global Expansion of Failure Prediction Services-

Aug. 29, 2025

Sumitomo Rubber Industries, Ltd.

Sumitomo Rubber Industries, Ltd. has signed an acquisition agreement on August 27 with Viaduct, Inc. a U.S.-based AI solutions startup, for a total of USD 104 million (approximately JPY 15.3 billion)*¹.

The two companies have collaborated on joint proof-of-concept projects, combining Sumitomo's proprietary tire sensing technology, "SENSING CORE" *², with Viaduct's advanced AI capabilities to develop innovative services.

This acquisition will enable Sumitomo Rubber to more efficiently roll out predictive maintenance services for fleet vehicles operated by corporations and organizations in North America starting this October. It also marks a significant step toward accelerating global expansion, including in Japan and Europe. By notifying users of optimal parts replacement timing, the service aims to prevent vehicle breakdowns, streamline maintenance, and expand into areas such as parts ordering and work instructions—creating synergies with Sumitomo's tire business.



Since launching joint proof-of-concept projects in 2023*³ and strengthening their strategic partnership through investment in 2024*⁴, Sumitomo Rubber and Viaduct have deepened their collaboration. This acquisition is a strategic move to further accelerate business development and global growth.

The predictive maintenance service for fleet vehicles commercially launched in North America this October will help fleet operators reduce downtime and maintenance costs, while also improving on-road safety and vehicle utilization.

Headquartered in Silicon Valley, Viaduct possesses highly versatile AI technology capable of analyzing vast amounts of data from vehicles and factories using proprietary algorithms. This enables early detection and predict anomalies as well as identification of their root causes. With a track record with large cooperate clients, Viaduct is now looking to expand beyond the automotive sector into other industries.

Sumitomo Rubber sets the goal of contributing to the evolution of next-generation mobility society through software solutions centered around SENSING CORE. Through this acquisition, Sumitomo Rubber seeks to create new value by integrating Viaduct's AI technology with Sumitomo's tire expertise and SENSING CORE.

To manifest high levels of safety and environmental performance in response to the rise of CASE and MaaS, Sumitomo Rubber aims to accelerate the progress of tire technology and its peripheral services, upholding the SMART TYRE CONCEPT. Sumitomo Rubber aims to develop SENSING CORE, the central element of our peripheral services, into the fourth core business of Sumitomo Rubber Industries. This will follow our existing areas of focus in tires, sports, and industrial products. Sumitomo Rubber plans to grow this into a business generating over JPY 10 billion in operating profit by 2030, with a focus on autonomous driving and fleet management.

■Comment by Satoru Yamamoto, President and CEO, Sumitomo Rubber Industries, Ltd.



As we prepare for the coming era of autonomous driving, we are delighted to have found a trusted partner in Viaduct to help expand our SENSING CORE services, which are highly compatible with next-generation vehicles.

This is one of the key strategies to accelerate the achievement of the SENSING CORE business concept outlined in our long-term corporate strategy R.I.S.E. 2035*⁵ released in this March. Through deeper collaboration, we aim to create innovative services that go beyond mobility.

■ Comment by David Hallac, CEO, Viaduct, Inc.



We are thrilled to join the Sumitomo Group under Sumitomo Rubber, a trusted partner we have been collaborating with for years. This acquisition not only accelerates our momentum but also gives us the scale and reach to bring AI-driven transformation to more customers around the world.

When I had the opportunity in April to visit and learn more about the Sumitomo Group, I was deeply impressed by the integrity, long-term vision, and commitment to excellence that define their culture. I felt an immediate affinity between those values and the way we operate at Viaduct, and I'm excited for the future impact we can create together.

■ Viaduct Overview

Company Name	: Viaduct, Inc.
URL	: https://www.viaduct.ai/
Address	: 1010 Doyle Street, Suite 200, Menlo Park, CA USA
Representative	: David Hallac, Founder & CEO
Founded	: 2018
Businesses overview	: Providing AI data analytics and solution services

*1 Calculated at 1 USD = 147 JPY (July average exchange rate)

*2 Software technology for predicting tire pressure, wear condition, load, and road surface conditions from information such as tire rotation speed

[*3 Sumitomo Rubber and Viaduct, a US AI-powered connected vehicle analytics company, start a Joint Proof-of-Concept of SENSING CORE Technology \(Release dated August 7, 2023\)](#)

[*4 Sumitomo Rubber Invests in Viaduct, a US-based AI-powered connected vehicle analytics company, to achieve total fleet management solutions \(Release dated on January 10, 2024\)](#)

[*5 Sumitomo Rubber Group Develops Long-term Corporate Strategy "R.I.S.E. 2035" \(Release dated March 7, 2025\)](#)