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(54) **PNEUMATIC TIRE**

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(57) **ABSTRACT**

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A pneumatic tire includes a decorative portion on an outer surface of a side wall portion that includes a first region that is linked to the inner side in the tire radial direction and the outer side in the tire radial direction of the decorative portion without being divided by a circumferential direction rib band, and a second region that is continuously surrounded in at least three directions by a radial direction rib band and the circumferential direction rib band, the total area of the first region and the total area of the second region are each 10% or greater of the total area of the decorative portion, ridges are provided in at least one of the first region and the second region, and the pattern contrast between the first region and the second region is varied.

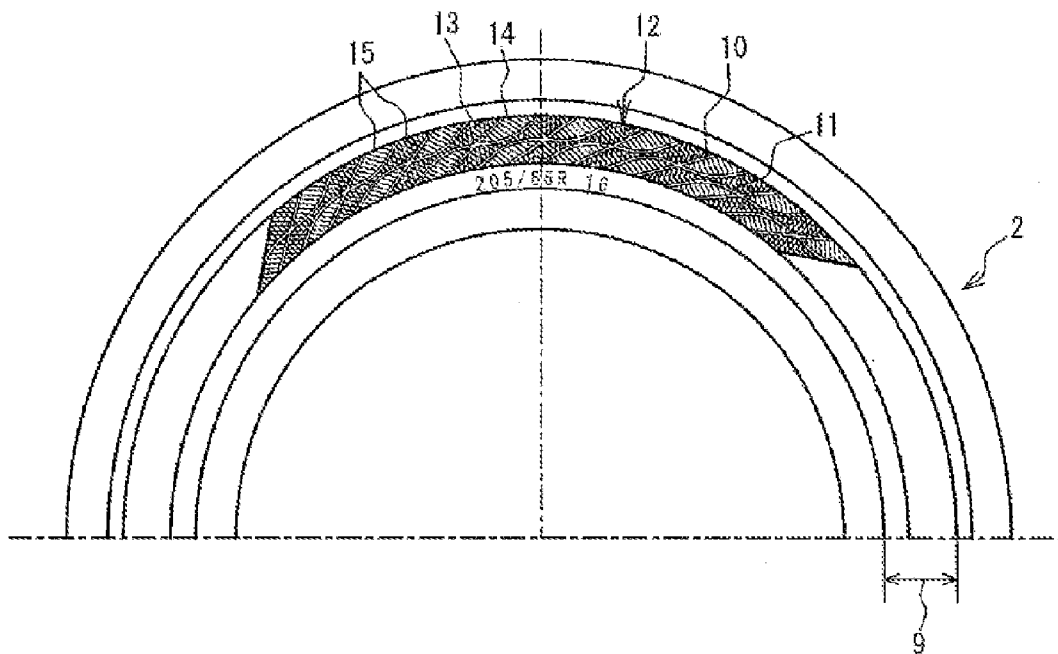
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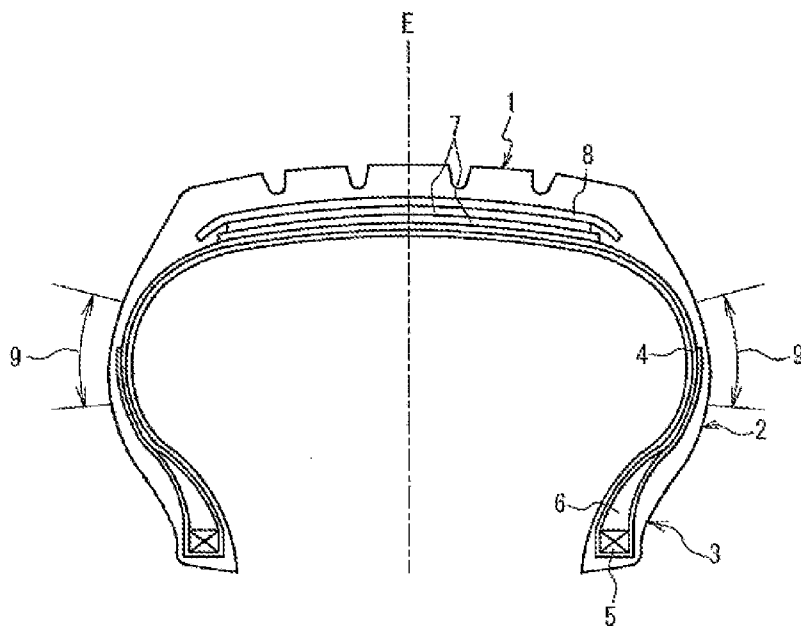
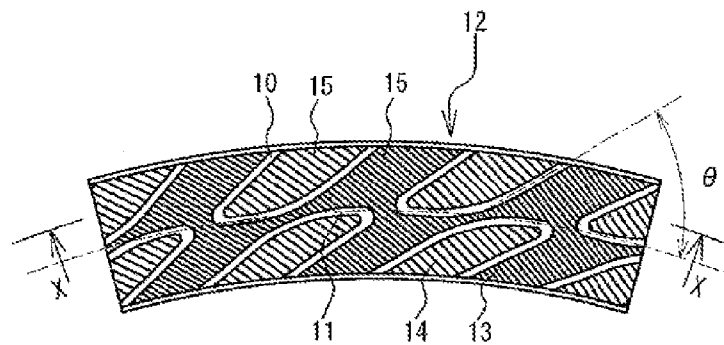
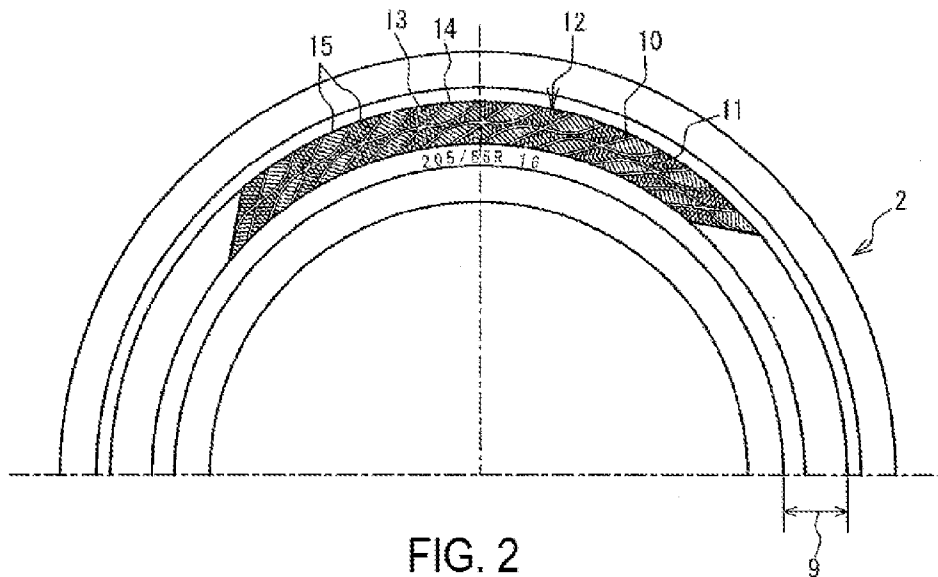


FIG. 1



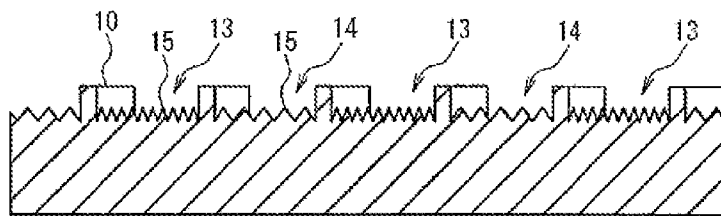


FIG. 4

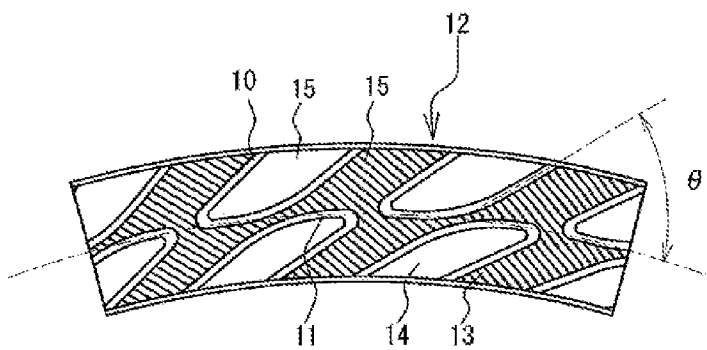


FIG. 5

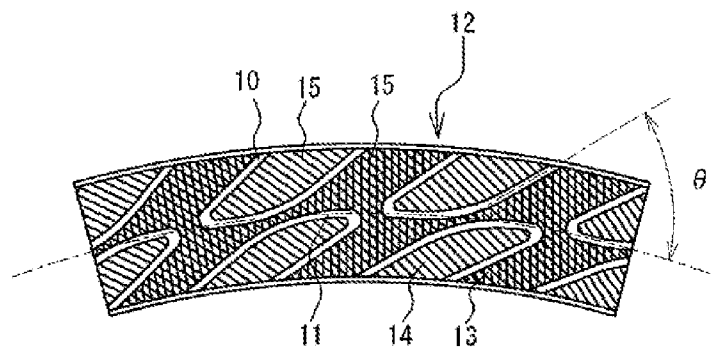


FIG. 6

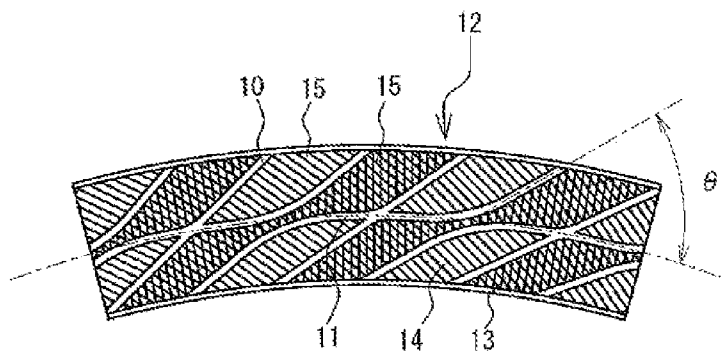


FIG. 7

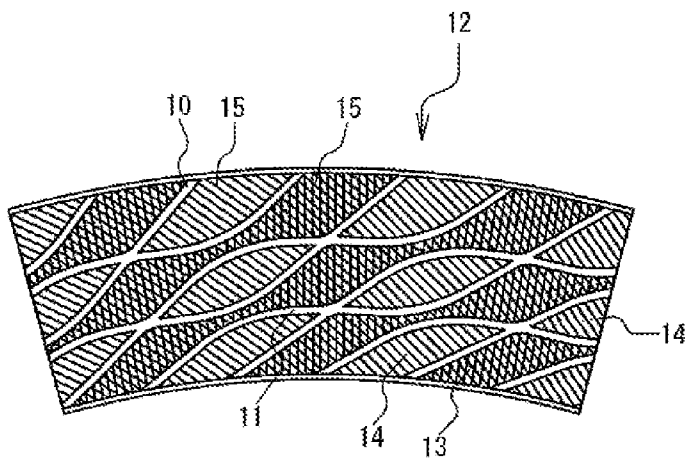


FIG. 8

PNEUMATIC TIRE

TECHNICAL FIELD

[0001] The present technology relates to a pneumatic tire having a decorative portion on a side wall portion thereof, and more particularly relates to a pneumatic tire that can prevent damage during manufacture of a tire caused by providing a decoration, and, can improve a durability of the decoration while maintaining excellent camouflage properties.

BACKGROUND

[0002] Normally in a pneumatic tire, recesses and protrusions are produced on the outer surface of a side wall portion due to the structure of tire constituting members. For example, at a splice portion or folded up end portions of a carcass layer, a sheet material from which the carcass layer is configured is laminated at the end portions or at the folded up portion of the carcass layer main body portion so the thickness is substantially that of two layers, and as a result recesses and protrusions are produced on the outer surface of the side wall portion.

[0003] On the other hand, decorative portions are provided on the side wall portion so that these recesses and protrusions are inconspicuous (camouflaged). For example, Japanese Patent No. 4640517 proposes partitioning the decorative portion in a grid by a plurality of circumferential direction rib bands extending in the tire circumferential direction and a plurality of radial direction rib bands extending in the tire radial direction to form ridges in partitioned multiple rectangular regions. This decorative portion can camouflage the recesses and protrusions as described above by a pattern contrast of the series of rectangular regions (rectangular patterns) and presence/absence of the ridges.

[0004] However, upon forming the circumferential direction rib band and the radial direction rib band as described above, the flow of air when forming the tire is hindered by these ribs so there is a possibility of occurrence of vulcanization failures. Also, cracking can easily occur at multiple intersecting sections formed by an intersection of the circumferential direction rib band and the radial direction rib band, which intersections have a problem that the durability of the decoration itself becomes poor.

SUMMARY

[0005] The present technology provides a pneumatic tire that can prevent damage during manufacture of the tire caused by providing a decoration, and, can improve the durability of the decoration, while maintaining excellent camouflage properties.

[0006] A pneumatic tire according to the present technology includes a decorative portion on an outer surface of a side wall portion; and a plurality of radial direction rib bands extending in the tire radial direction and a plurality of circumferential direction rib bands extending in the tire circumferential direction formed on the decorative portion. The decorative portion includes a first region linked to the inner side in the tire radial direction and the outer side in the tire radial direction of the decorative portion without being divided by the circumferential direction rib band, and a second region that is continuously surrounded in at least three directions by the radial direction rib band and the circumferential direction rib band; the total area of the first region and the total area of the second region are each 10% or greater of the total area of

the decorative portion; ridges are provided in at least one of the first region and the second region; and a pattern contrast between the first region and the second region is varied.

[0007] In the present technology, the first region is not divided in the tire circumferential direction by the circumferential direction rib band as described above, but is linked from the inner side in the tire radial direction to the outer side in the tire radial direction of the decorative portion, so it is possible to prevent local concentration of air, and prevent vulcanization failures. Also, the circumferential direction rib band is discontinuously disposed within the decorative portion so as not to divide the first region in the tire circumferential direction, so the number of intersecting positions at which the radial direction rib band and the circumferential direction rib band intersect is reduced, so it is possible to reduce the occurrence of cracking caused by these intersecting positions. In addition, as stated above, areas of the first region and the second region are each sufficiently large, and ridges are provided, so it is possible to maintain excellent camouflage properties. In particular, the second region is continuously surrounded by the radial direction rib band and the circumferential direction rib band, so the boundary between the first region and the second region is clear, and it is possible to effectively increase the camouflage properties.

[0008] In the present technology, preferably a linear section is included in a portion of the radial direction rib band, and preferably this linear section has an inclination angle with respect to the tire circumferential direction of at least 20°. By configuring the radial direction rib band in this way, it is possible to prevent an inclination of the radial direction rib band from being inclined too much and having a circumferential direction component that is too large, and thereby prevent cracking from easily occurring.

[0009] In the present technology, preferably at least a portion of an attaching portion of the radial direction rib band and the circumferential direction rib band is a smooth curved line. In this way, it is possible to relieve the angle of the attaching portion of the radial direction rib band and the circumferential direction rib band, and it is possible to effectively prevent the occurrence of cracking.

[0010] In the present technology, preferably ridges are provided in both the first region and the second region. In this way, the camouflage properties are increased, and in addition it is possible to increase a cracking resistance of each region. Also, when forming the tire, air can be evacuated along grooves in a mold for forming the ridges, which has the advantage of prevention of vulcanization failures.

[0011] In the present technology, preferably a ridge density of the region from among the first region and the second region with the larger total area has a relatively larger ridge density. In this way, it is possible to effectively evacuate air, which is advantageous in preventing vulcanization failures.

[0012] In the present technology, preferably the ridge density is in the range of 4 ridge/cm to 40 ridge/cm. In this way the camouflage properties and the cracking resistance is improved, and it is possible to effectively prevent vulcanization failures.

[0013] In the present technology, preferably the ridge density of the region from among the first region and the second region with the larger relative ridge density is 1.3 times or greater than the ridge density of the region with the smaller relative ridge density. In this way, the pattern contrast between the first region and the second region becomes excellent, and it is possible to improve the camouflage properties.

[0014] In the present technology, preferably the ridge density of the region from among the first region and the second region with the larger total area has a relatively larger ridge density by providing intersecting ridges. By adopting the intersecting ridges in the region that is relatively broad in this way, it is possible to prevent cracking, and also to improve the air elimination performance. Also, the pattern contrast is made clearer by the reflection of light by the intersecting ridges, so it is possible to improve the camouflage properties.

[0015] In the present technology, preferably the width of the radial direction rib band and the circumferential direction rib band is in the range of 0.2 mm to 3.0 mm each. In this way, it is possible to make clear the boundary between the first region and the second region, and improve the camouflage properties.

BRIEF DESCRIPTION OF THE DRAWINGS

[0016] FIG. 1 is a meridian cross-sectional view of a pneumatic tire according to an embodiment of the present technology.

[0017] FIG. 2 is a side view of the pneumatic tire according to an embodiment of the present technology.

[0018] FIG. 3 is a front view illustrating an enlargement of a portion of a decorative portion of the pneumatic tire according to an embodiment of the present technology.

[0019] FIG. 4 is a cross-sectional view of the decorative portion taken along the line X-X in FIG. 3.

[0020] FIG. 5 is a front view illustrating an enlargement of a portion of a decorative portion of a pneumatic tire according to another embodiment of the present technology.

[0021] FIG. 6 is a front view illustrating an enlargement of a portion of a decorative portion of a pneumatic tire according to yet another embodiment of the present technology.

[0022] FIG. 7 is a front view illustrating an enlargement of a portion of a decorative portion of a pneumatic tire according to yet another embodiment of the present technology.

[0023] FIG. 8 is a front view illustrating an enlargement of a portion of a decorative portion of a pneumatic tire according to yet another embodiment of the present technology.

DETAILED DESCRIPTION

[0024] The following is a detailed description of the configuration of the present technology with reference to the accompanying drawings.

[0025] In FIG. 1, 1 is a tread portion, 2 is a side wall portion, 3 is a bead portion, and E is a tire equatorial plane. A carcass layer 4 is mounted between the left-right pair of bead portions 3. The carcass layer 4 includes a plurality of reinforcing cords extending in the tire radial direction, and is folded back around a bead core 5 disposed in each of the bead portions 3 from a tire inner side to a tire outer side. Additionally, a bead filler 6 is disposed on the periphery of the bead core 5, and the bead filler 6 is enveloped by a main body part and a folded back part of the carcass layer 4. On the other hand, in the tread portion 1, a plurality of belt layers 7 (two layers in FIG. 1) is embedded on the outer peripheral side of the carcass layer 4. Each belt layer 7 includes a plurality of reinforcing cords that are inclined with respect to the tire circumferential direction, and the reinforcing cords are disposed between the layers so as to intersect each other. In the belt layers 7, the inclination angle of the reinforcing cords with respect to the tire circumferential direction is set in the range, for example, of 10° to 40°. In addition, a belt reinforcing layer 8 is provided on the

outer circumferential side of the belt layers 7. The belt reinforcing layer 8 includes organic fiber cords oriented in the tire circumferential direction. In the belt reinforcing layer 8, the angle of the organic fiber cords with respect to the tire circumferential direction is set, for example, to from 0° to 5°.

[0026] The present technology is applied to such a general pneumatic tire, however, the cross-sectional structure thereof is not limited to the basic structure described above.

[0027] As illustrated in FIG. 2, there is a decorative region 9 that extends over the whole circumference in the tire circumferential direction in the center portion in the tire radial direction on the outer surface of the side wall portion 2 of the present technology. Alphanumeric strings indicating tire information or the like or decorations for improving the appearance of the tire are provided on the decorative region 9. Also, a decorative portion 12 that includes a plurality of radial direction rib bands 10 that extend in the tire radial direction and a plurality of circumferential direction rib bands 11 that extend in the tire circumferential direction is formed on a portion of the decorative region 9.

[0028] As illustrated in FIG. 3, the decorative portion 12 includes a first region 13 in which the inner side in the tire radial direction and the outer side in the tire radial direction of the decorative portion 12 are not divided by the circumferential direction rib band 11 but are linked, and a second region 14 that is continuously surrounded in at least three directions by the radial direction rib band 10 and the circumferential direction rib band 11. In particular, in the embodiment illustrated in FIG. 3, the second region 14 is continuously surrounded in three directions by two radial direction rib bands 10 and a circumferential direction rib band 11, and is linked to one of either the inner side in the tire radial direction or the outer side in the tire radial direction of the decorative portion 12. On the other hand, the first region 13 of the embodiment illustrated in FIG. 3 is a portion of the decorative portion 12 other than the second region 14, and is linked not only with the inner side in the tire radial direction and the outer side in the tire radial direction of the decorative portion 12, but also the first regions 13 are linked to each other.

[0029] Viewed in another way, in the embodiment of FIG. 3, the plurality of radial direction rib bands 10 are disposed at intervals in the tire circumferential direction, and, each radial direction rib band 10 has a terminating edge near the center in the tire radial direction of the decorative portion 12. On the other hand, the circumferential direction rib band 11 is disposed intermittently so as to connect the terminating portions of two adjacent radial direction rib bands 10.

[0030] The total area of the first regions 13 and the second regions 14 formed in this way is 10% or greater of the total area of the decorative portion 12 for each. Also, ridges 15 (band-like ridges) are provided in at least one of the first regions 13 and the second regions 14 (both in FIG. 3). In the embodiment of FIG. 3, by narrowing the ridge spacing of the ridges 15 of the first region 13, a pattern contrast of the first region 13 and the second region 14 is varied.

[0031] In the present technology, the ridges 15 (band-like ridges) are a group of protrusions formed from a plurality of linear protrusions arranged substantially parallel at small intervals on the outer surface of the side wall portion 2. In the parts where the ridges 15 are provided, the cross-sectional shape has a sawtooth appearance as illustrated in FIG. 4. In the example in FIG. 4, the ridge spacing of the ridges 15 of the

first region **13** is narrower than the ridge spacing of the ridges **15** of the second region **14**, and in this way a pattern contrast is varied.

[0032] By configuring the decorative portion **12** in this way, during vulcanization, it is possible to evacuate air through the second region **13** which is linked from the inner side in the tire radial direction to the outer side in the outer side in the tire radial direction of the decorative portion **12**, and prevent vulcanization failures. Also, compared with the conventional case in which rectangular regions are arranged in a grid, the number of the intersecting positions of the radial direction rib band **10** and the circumferential direction rib band **11** is reduced, so it is possible to reduce cracking which initiates at these intersecting positions. That is, it is possible to improve the durability of the decorations themselves. In addition, as stated above, the areas of the first region **13** and the second region **14** are each sufficiently large, and the ridges **15** are provided, so it is possible to maintain excellent camouflage properties. In particular, the second regions **14** are continuously surrounded by the radial direction rib band **10** and the circumferential direction rib band **11**, so the boundary between the first region **13** and the second region **14** is clear, and it is possible to effectively increase the camouflage properties.

[0033] At this time, upon the total area of the first region **13** or the second region **14** being less than 10% of the total area of the decorative portion **12**, the first region **13** or the second region **14** becomes too small, and the decorative portion **12** does not change from a configuration formed from substantially a single region only, and it is not possible to improve the camouflage properties. Preferably the total area of the first regions **13** and the second regions **14** is each 30% or greater of the total area of the decorative portion **12**, and more preferably 40% or greater. By making each region sufficiently large in this way, it is possible to improve the camouflage properties.

[0034] In the present technology, as illustrated in FIG. 3, a linear section is included in a portion of the radial direction rib band **10**, and preferably this linear section has an inclination angle θ with respect to the tire circumferential direction of 20° or greater. By configuring the radial direction rib band **10** in this way, it is possible to prevent cracking from easily occurring due to the radial direction rib band **10** being extremely inclined and having a circumferential direction component that is too large. Upon this inclination angle θ being less than 20°, the circumferential direction component of the radial direction rib band **10** becomes too large, and it is not possible to obtain a sufficient effect of reduction in an occurrence of cracking.

[0035] The circumferential direction rib band **11** also may include a linear section in a portion thereof. In this case, the linear section of the circumferential direction rib band **11** may be inclined within the range of $\pm 20^\circ$ with respect to the tire circumferential direction.

[0036] The radial direction rib band **10** and the circumferential direction rib band **11** may be attached in a straight line, but preferably an attaching portion of the radial direction rib band **10** and the circumferential direction rib band **11** is a smoothly curved line. In this way, it is possible to relieve the angle of the attaching portion of the radial direction rib band **10** and the circumferential direction rib band **11**, and it is possible to effectively prevent the occurrence of cracking.

[0037] Preferably a width of the radial direction rib band **10** and the circumferential direction rib band **11** is in the range of

0.2 mm to 3.0 mm each. More preferably the width of the radial direction rib band **10** and the circumferential direction rib band **11** is in the range of 0.5 mm to 1.5 mm each. In this way, it is possible to make the boundary between the first region **13** and the second region **14** clear, and improve the camouflage properties. Upon the width of each of the rib bands **10**, **11** being less than 0.2 mm, it becomes difficult to make the boundary between the first region **13** and the second region **14** clear. Upon the width of each of the rib bands **10**, **11** being greater than 3.0 mm, cracking can easily occur at each of the rib bands **10**, **11**.

[0038] In the present technology, as illustrated in the embodiment in FIG. 3, preferably the ridges **15** are provided in both the first region **13** and the second region **14**, but as illustrated in FIG. 5 the ridges **15** may be not provided in the second region **14** and the ridges **15** may be only provided in the first region **13**, thereby varying the pattern contrast in accordance with the presence/absence of the ridges **15**.

[0039] Regardless of whether the ridges **15** are provided in one of the first region **13** or the second region **14**, or, the ridges **15** are provided in both the regions, preferably the ridge density is relatively greater in the region with the greater total area from among the first region **13** and the second region **14**. That is, preferably either the ridges are provided in both the first region **13** and the second region **14**, and the ridge density is relatively greater in the region of these regions with the greater total area, or ridges are only provided in the region from among the first region **13** and the second region **14** with the greater total area, and ridges are not provided in the region with the smaller total area (that is, the ridge density is zero). In this way, it is possible to effectively evacuate air, which is advantageous in preventing vulcanization failures. In cases where the total areas of the first region **13** and the second region **14** are equal, preferably the ridge density is larger in the second region **13**, which is continuous from the inner side in the tire radial direction to the outer side in the tire radial direction of the decorative portion **12**.

[0040] The ridge density can be changed by the presence/absence of the ridges, or by varying the ridge spacing, as described above, but preferably as illustrated in FIG. 6, in the region from among the first region **13** and the second region **14** with the greater total area (the first region **13** in FIG. 6), intersecting ridges are provided in order to increase the relative ridge density in that region. By providing the intersecting ridges in the region that is relatively broad in this way, it is possible to prevent cracking, and also to improve the air elimination performance. Also, the pattern contrast is made clearer by the reflection of the light by intersecting ridges **15**, so it is possible to improve the camouflage properties.

[0041] Intersecting ridges use two types of groups of protrusions as described above for the ridges **15** (band-like ridges), and the directions of extension of the two types of groups of protrusions are different, so that they intersect each other.

[0042] Upon providing the ridges **15**, preferably the ridge density is from 4 ridge/cm to 40 ridge/cm. In this way the camouflage properties and the cracking resistance is improved, and it is possible to effectively prevent vulcanization failures. Upon the ridge density being less than 4 ridge/cm, it is not possible to obtain the effect of sufficiently improving the camouflage properties or the cracking resistance. Upon the ridge density being greater than 40 ridge/cm, the ridges **15** will be too narrow, so processing the mold will be difficult, and the manufacturing cost will increase.

[0043] Note that a ridge density of 4 ridge/cm has a ridge spacing of about 2.5 mm with band-like ridges, and about 2.5 mm with intersecting ridges, and a ridge density of 40 ridge/cm has a ridge spacing of about 0.25 mm with band-like ridges, and about 0.25 mm with intersecting ridges.

[0044] In the present technology, preferably the ridge density of the region from among the first region 13 and the second region 14 with the larger relative ridge density is 1.3 times or greater than the ridge density of the region with the smaller relative ridge density. More preferably it is in the range of 1.5 to 3.0. In this way the pattern contrast between the first region 13 and the second region 14 becomes clear, and it is possible to effectively increase the camouflage properties. Upon the ridge density of the region with the larger ridge density being less than 1.3 times the ridge density of the region with the smaller ridge density, the pattern contrast between the first region and the second region will be insufficient, and it will not be possible to obtain the effect of sufficiently increasing the camouflage properties.

[0045] In the present technology, upon the first region 13 being not divided in the tire circumferential direction, it may be divided in the tire radial direction as illustrated in FIG. 7. That is, the radial direction rib band 10 can extend from the inner side in the tire radial direction to the outer side in the tire radial direction of the decorative portion 12.

[0046] In this case, the first region 13 does not have a connected shape in which parts are attached together throughout the whole decorative portion 12 as in the embodiment in FIG. 3, but is divided in two directions (both sides in the tire circumferential direction) by the radial direction rib band 10 and the circumferential direction rib band 11. However, it is attached in the inner side in the tire radial direction and the outer side in the tire radial direction of the decorative portion 12, and is not divided in the tire circumferential direction. Therefore, it is possible to improve the air elimination properties. Furthermore, the first region 13 is clearly partitioned by the radial direction rib band 10 and the circumferential direction rib band 11, so the pattern that is configured from the first region 13 and the second region 14 is made clear, which has the advantage of improving the camouflage properties. In the present embodiment, the radial direction rib band 10 and the circumferential direction rib band 11 intersect in part, but compared with the pattern of arrangement of the conventional grid pattern into rectangular regions, the number of intersecting positions is reduced, so it is possible to ensure sufficient durability of the pattern.

[0047] Also, the second region 14 may have a form that is surrounded on four directions by the radial direction rib band 10 and the circumferential direction rib band 11. For example, in the embodiment of FIG. 8, three second regions 14 are arranged in the tire radial direction of the decorative portion 12, and of these the second regions 14 located in the center portion in the tire radial direction of the decorative portion 12 are surrounded on four directions by the radial direction rib band 10 and the circumferential direction rib band 11. On the other hand, the second regions 14 on the inner side and the outer side in the tire radial direction are surrounded in three directions by the radial direction rib band 10 and the circumferential direction rib band 11, and each are linked to either the inner side in the tire radial direction or the outer side in the tire radial direction. In a structure such as this also, the first region 13 is linked to the inner side and the outer side in the tire radial direction of the decorative portion 12, so it is possible to improve the air elimination properties. Also, in

this case, the number of second regions 14 is increased, and the pattern becomes more complex, so it is also possible to increase the camouflage properties.

Example

[0048] Twelve types of pneumatic tire, Conventional Example 1, Comparative Examples from 1 to 3, and Working Examples from 1 to 8, were produced with the tire size 205/55R16, having the cross-sectional shape illustrated in FIG. 1, and with the structure of the decorative portion provided on the side wall portions, that is, the angle of the linear section of the radial direction and circumferential direction rib band, the shape of the circumferential direction rib band, the width of the radial direction and circumferential direction rib band, the shape of the attaching portion, the shape of the first region and the second region, the percentage of the total area, the ridge density, the ratio of the ridge density of the first region and the second region, set as illustrated in Table 1.

[0049] The percentage of the total area for each region is the percentage of the total area of each region with respect to the area of the whole decorative portion. Also, the ratio of the ridge densities is the ratio of the density for the region with the relatively larger ridge density relative to the density for the region with the relatively smaller ridge density.

[0050] The camouflage properties, the air elimination properties, and the cracking resistance were evaluated for each of the 12 types of pneumatic tire in accordance with the evaluation methods described below, and the results are also shown in Table 1.

Camouflage Properties

[0051] For each of the test tires, the extent of recesses and protrusions on the side wall portions caused by the structure of the tire constituting members (carcass splice portions and carcass folded up edge portions) was evaluated visually. Evaluation results were expressed as index values, Conventional Example 1 being assigned an index value of 100. A larger value means the recesses and protrusions of the side wall portion are not prominent, and the camouflage properties are excellent.

Air Elimination Properties

[0052] For each test tire, the number of faults (light faults) caused by air stagnation occurring in the side wall portion was measured visually. The evaluation results were expressed as an index using the inverse of the measurement value, with Conventional Example 1 being assigned an index value of 100. The larger the index value, the smaller the occurrence of light faults, and the better the air elimination properties.

Cracking Resistance

[0053] Each test tire was fitted to a wheel of rim size 16×16.5, inflated to an air pressure of 100 kPa, installed on a drum type 1707 mm indoor drum testing machine, driven for 50 hours at a speed of 80 km/h under a load of 4.5 kN, while exposing to ozone at the concentration of 100 pphm at a position 10 mm from the surface of the side wall portion of the test tire, and after driving the number of cracking that had occurred was measured. The evaluation results were expressed as an index using the inverse of the measurement value, with Conventional Example 1 being assigned an index

value of 100. The larger the value of the index, the lower the number of occurrences of cracking, and the better the cracking resistance.

TABLE 1

				Conventional Example 1	Comparative Example 1
Rib band	Angle of linear section	Radial direction	°	45	10
		Circumferential direction	°	0	0
	Shape of circumferential direction rib band			Continuous	Discontinuous
	Width		mm	0.1	0.1
	Shape of attaching portion			Straight line	Straight line
First region	Form			Absent	Band-like
	Percentage of total area		%	50	60
	Ridge density		ridge/cm	—	3.5
Second region	Form			Band-like	Absent
	Percentage of total area		%	50	40
	Ridge density		ridge/cm	14	—
	Ratio of ridge densities			—	—
	Camouflage properties		Index value	100	100
	Air elimination properties		Index value	100	105
	Cracking resistance		Index value	100	90
				Comparative Example 2	Comparative Example 3
Rib band	Angle of linear section	Radial direction	°	45	45
		Circumferential direction	°	0	0
	Shape of circumferential direction rib band			Discontinuous	Discontinuous
	Width		mm	0.1	0.1
	Shape of attaching portion			Straight line	Straight line
First region	Form			Band-like	Band-like
	Percentage of total area		%	60	95
	Ridge density		ridge/cm	4	3.5
Second region	Form			Band-like	Absent
	Percentage of total area		%	40	5
	Ridge density		ridge/cm	4	—
	Ratio of ridge densities			1	—
	Camouflage properties		Index value	96	90
	Air elimination properties		Index value	108	106
	Cracking resistance		Index value	108	106
				Working Example 1	Working Example 2
Rib band	Angle of linear section	Radial direction	°	45	45
		Circumferential direction	°	0	0
	Shape of circumferential direction rib band			Discontinuous	Discontinuous

TABLE 1-continued

	Width		mm	0.1	0.1
	Shape of attaching portion			Straight line	Curved
First region	Form			Band-like	Band-like
	Percentage of total area		%	60	60
Second region	Ridge density		ridge/cm	3.5	3.5
	Form			Absent	Absent
	Percentage of total area		%	40	40
	Ridge density		ridge/cm	—	—
	Ratio of ridge densities			—	—
	Camouflage properties		Index value	100	100
	Air elimination properties		Index value	104	104
	Cracking resistance		Index value	104	108
				Working Example 3	Working Example 4
Rib band	Angle of linear section	Radial direction	°	45	45
		Circumferential direction	°	0	0
	Shape of circumferential direction rib band			Discontinuous	Discontinuous
	Width		mm	0.1	0.1
	Shape of attaching portion			Curved	Curved
First region	Form			Band-like	Band-like
	Percentage of total area		%	60	40
	Ridge density		ridge/cm	3.5	3.5
Second region	Form			Band-like	Band-like
	Percentage of total area		%	40	60
	Ridge density		ridge/cm	4	4
	Ratio of ridge densities			1.1	1.1
	Camouflage properties		Index value	104	104
	Air elimination properties		Index value	108	110
	Cracking resistance		Index value	113	115
				Working Example 5	Working Example 6
Rib band	Angle of linear section	Radial direction	°	45	45
		Circumferential direction	°	0	0
	Shape of circumferential direction rib band			Discontinuous	Discontinuous
	Width		mm	0.1	0.1
	Shape of attaching portion			Curved	Curved
First region	Form			Band-like	Band-like
	Percentage of total area		%	40	40
	Ridge density		ridge/cm	12	10
Second region	Form			Band-like	Band-like
	Percentage of total area		%	60	60
	Ridge density		ridge/cm	14	20
	Ratio of ridge densities			1.2	2
	Camouflage properties		Index value	104	107

TABLE 1-continued

		Index value	113	113
Air elimination properties		Index value	118	118
Cracking resistance		Index value		
			Working Example 7	Working Example 8
Rib band	Angle of linear section	Radial direction °	45	45
		Circumferential direction °	0	0
	Shape of circumferential direction rib band		Discontinuous	Discontinuous
	Width	mm	0.1	1
	Shape of attaching portion		Curved	Curved
First region	Form		Band-like	Band-like
	Percentage of total area	%	40	40
	Ridge density	ridge/cm	10	10
Second region	Form		Intersecting	Intersecting
	Percentage of total area	%	60	60
	Ridge density	ridge/cm	20	20
Ratio of ridge densities			2	2
Camouflage properties		Index value	109	112
Air elimination properties		Index value	117	117
Cracking resistance		Index value	120	120

[0054] As can be seen from Table 1, each one of Working Examples 1 to 8 have improved air elimination properties and cracking resistance, while maintaining a high level of camouflage properties.

[0055] On the other hand, the cracking resistance was poor for Comparative Example 1 in which the inclination angle of the radial direction rib band was too small, and the camouflage properties was poor for Comparative Example 2 in which there was no variation in the ridge density between the first region and the second region, and the camouflage properties was poor for Comparative Example 3 in which the total area of the second region was too small.

1. A pneumatic tire comprising:

a decorative portion on an outer surface of a side wall portion; and

a plurality of radial direction rib bands extending in a tire radial direction and a plurality of circumferential direction rib bands extending in a tire circumferential direction formed on the decorative portion; wherein

the decorative portion includes a first region linked to an inner side in the tire radial direction and an outer side in the tire radial direction of the decorative portion without being divided by the circumferential direction rib band, and a second region that is continuously surrounded in at least three directions by the radial direction rib band and the circumferential direction rib band;

a total area of the first region and a total area of the second region are each 10% or greater of a total area of the decorative portion;

ridges are provided in at least one of the first region and the second region; and

a pattern contrast between the first region and the second region is varied.

2. The pneumatic tire according to claim 1, wherein a portion of the radial direction rib band includes a linear section, and an inclination angle of the linear section with respect to the tire circumferential direction is not less than 20°.

3. The pneumatic tire according to claim 2, wherein at least a portion of an attaching portion of the radial direction rib band and the circumferential direction rib band is a smooth curved line.

4. The pneumatic tire according to claim 3, wherein the ridges are provided in both the first region and the second region.

5. The pneumatic tire according to claim 4, wherein a ridge density of a region from among the first region and the second region having a larger total area has a relatively larger ridge density.

6. The pneumatic tire according to claim 5, wherein the ridge density is from 4 ridge/cm to 40 ridge/cm.

7. The pneumatic tire according to claim 6, wherein a ridge density of a region from among the first region and the second region whose a ridge density is relatively larger is at least 1.3 times a ridge density of a region with a relatively smaller ridge density.

8. The pneumatic tire according to claim 7, wherein a ridge density of a region from among the first region and the second region whose total area is larger is relatively increased by providing intersecting ridges.

9. The pneumatic tire according to claim 8, wherein a width of the radial direction rib band and the circumferential direction rib band is within the range of 0.2 mm to 3.0 mm.

10. The pneumatic tire according to claim 1, wherein at least a portion of an attaching portion of the radial direction rib band and the circumferential direction rib band is a smooth curved line.

11. The pneumatic tire according to claim 1, wherein ridges are provided in both the first region and the second region.

12. The pneumatic tire according to claim 1, wherein a ridge density of a region from among the first region and the second region having a larger total area has a relatively larger ridge density.

13. The pneumatic tire according to claim 1, wherein the ridge density is from 4 ridge/cm to 40 ridge/cm.

14. The pneumatic tire according to claim 1, wherein a ridge density of a region from among the first region and the second region whose a ridge density is relatively larger is at least 1.3 times a ridge density of a region with a relatively smaller ridge density.

15. The pneumatic tire according to claim 1, wherein a ridge density of a region from among the first region and the second region whose total area is larger is relatively increased by providing intersecting ridges.

16. The pneumatic tire according to claim 1, wherein a width of the radial direction rib band and the circumferential direction rib band is within the range of 0.2 mm to 3.0 mm.

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