

YOKOHAMA Europe Press Release – January 2012



YOKOHAMA challenges in busy Motorsports season 2012

YOKOHAMA is already in full swing with its international motorsport involvement for the 2012 season.

The action packed calendar kicked off with the Rally Dakar early in January with the participation of former F1 Italian driver Alex Caffi, and Co-Driver Loris Calubini who competed on YOKOHAMA tyres.

In February, the Intercontinental Rally Challenge (IRC) season begins at the Azores and will once again have a notable YOKOHAMA presence. Throughout 2012, YOKOHAMA's flagship rally tyres ADVAN A053 and ADVAN A006T will be used at top rally competitions in 13 different venues.

This will be followed in March, with the scene setter for the FIA World Touring Car Championship – WTCC, at the historical Monza race track in Italy. In its 7th consecutive year YOKOHAMA will continue providing its range of ADVAN racing tyres as exclusive tyre supplier for the spectacular World Championship. This year competitors will travel around 12 countries and 4 continents covering Europe, Africa, North and South America and Asia. The last race of the season will as traditionally culminate with the dramatic urban track at Macau, China.

At YOKOHAMA the relationship with touring cars is always a special one and proof of this is its partnership with other top international and national championships that include the European Touring Car Cup - ETCC, as well as the Scandinavian Touring Car Championship - STCC, in addition to the Irish, Russian and Chinese national Championships.

YOKOHAMA is also active in GT racing, such as the Japanese GT Championship and for the first time the German ADAC GT Masters, which consists of 16 breathtaking sports car races across Germany, Austria and The Netherlands will run on YOKOHAMA's high performance racing slicks.

Furthermore Germany will enjoy plenty of YOKOHAMA supported motorsport action and continue to witness the endurance favourites VLN and the 24 hours at Nuerburgring as well as in the ATS Formula 3 Cup.

In the UK YOKOHAMA will now supply its ADVAN racing tyres to the FIA Formula 2 Championship, one of the world's most prestigious and exciting single seater series.

Belgium will participate too in several exciting events including the YOKOHAMA MX5 Trophy which consists of 12 races across 6 weekends.

YOKOHAMA supports all these events with its know-how and tyre technology and is always looking at ways of improving its products to make the high performance tyres that consistently make champions in the race course and provide environmentally friendly and safe tyres that are appreciated by everyone on and off the road. YOKOHAMA is also well known for the use of its environmental orange oil technology which provides more ecological tyres with an amazing fuel saving performance in its range of BluEarth and Motorsport tyres.



Notes to Editors

YOKOHAMA is one of the leading Tyre manufacturers in the world and is Official Tyre supplier for:

FIA World Touring Car Championship (WTCC) – since 2006
European Touring Car Cup (ETCC) – since 2005
Intercontinental Rally Challenge (IRC) – since 2007
Scandinavian Touring Car Championship (STCC) – since 2010
Russian Touring Car Championship (RTCC) – since 2006
Chinese Touring Car Championship (CTCC) – since 2010
Irish Touring Car Championship (ITCC) – new for 2012
International Formula 3 Grand Prix Macau – since 1983
ATS German Formula 3 – until 2005 and since 2007
FIA Formula 2 Championship – new for 2012
Japanese Formula 3 – since 2011
ADAC GT Masters new for 2012

For more information and the series calendar please visit www.yokohama-online.com