

# Sustainability Initiatives through Motor Sports

Yokohama takes part in a wide range of motorsports including races and rallies. We supply competition tires in Japan and overseas and have achieved spectacular results and outstanding achievements in each motorsport category.

As part of our activities to realize a sustainable society, we have started the development of tires made from renewable and recycled raw materials in racing, a place of extreme testing.

These activities play a significant role in the development of high-performance consumer tires and in the development of technologies for future tires. Motorsports are truly a spectacular proving ground for tire development.



## Development of Racing Tires Utilizing Sustainable Materials for the Japanese SUPER FORMULA Championship

Yokohama has been the supplier of the control tire for the Japanese SUPER FORMULA Championship series since 2016. We will supply ADVAN racing tires with a sustainable material content as the control tire for the Japanese SUPER FORMULA Championship (hereafter, SUPER FORMULA) from the 2023 season. We have completed development of tires for use in dry conditions and will continue developing tires for wet conditions with the aim of supplying them from 2023.

The dry condition tires being supplied by Yokohama Rubber use sustainable materials account for about 33% of all materials used in the tires, which have demonstrated performance equivalent to that of the standard tires used in SUPER FORMULA 2022 races.

Racing tires made from sustainable materials will be supplied in support of the SUPER FORMULA NEXT 50 (SF NEXT 50) project announced in October 2021 by Japan Race Promotion Inc., which runs the SUPER FORMULA series. The SF NEXT 50 project is being promoted with the cooperation of various companies that share the common goal of creating a sustainable motorsports industry by responding to changes in the environment surrounding the automobile and motorsports industries, including the promotion of SDGs and carbon neutrality.



ADVAN racing tires (dry use) to be supplied to SUPER FORMULA races from 2023



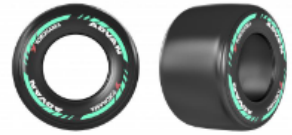
SUPER FORMULA 2023 will feature new formula cars

## Related information on racing tires using sustainable materials

2022.December.15

**Motor sports relation**

- › Yokohama Rubber to supply racing tires with a sustainable material content ratio of 33% for 2023 SUPER FORMULA races



2022.February.17

**Motor sports relation** **Sustainability relation**

- › Yokohama Rubber to continue supplying tires for SUPER FORMULA from 2023 and develop racing tires using sustainable materials



## Sustainable Tires to Participate in Tough Hill Climb Races in the U.S.

Yokohama Rubber has been participating in the "Pikes Peak International Hill Climb" held in the United States since 2009. At the 100th Pikes Peak International Hill Climb held in the United States in June 2022, the ADVAN A052 street sport tire which uses sustainable materials was used.

The rubber in the side walls of these tires, which undergo the most deformation during driving, have been switched to biomass-derived butadiene rubber from the conventional petroleum-derived butadiene rubber. Going forward, we will continue to accelerate the development of technologies that reduce environmental impact through actual participation in grueling hill climb races.



An EV that competed in the race equipped with ADVAN A052 tires, which use sustainable materials



Biomass-derived butadiene rubber material

## Related information about the Pikes Peak International Hill Climb

---

2022.May.13

[Motor sports relation](#)

[Sustainability relation](#)

- › Yokohama Rubber to Enter Tough Hill Climb Race in the U.S., Introducing First Tires Made from Sustainable Materials



2014.Jun.4

[Motor sports relation](#)

[Sustainability relation](#)

- › Yokohama Rubber to Participate in the "Race to the Clouds" Again This Year with Original EV Racing Car and Fuel-Efficient Tires



"Team YOKOHAMA EV Challenge" will be at Pikes Peak again this year, with its original electric vehicle (EV) running once again on YOKOHAMA's "BluEarth-A" tires.

Providing exceptional fuel efficiency and maneuverability, the "BluEarth" brand is designed to realize the joy of driving on environmentally friendly tires.

YOKOHAMA will once again have a strong presence at off-road races around the world, beginning with the Baja 1000 and other races in North America's SCORE World Desert Championship series. YOKOHAMA's "GEOLANDAR" tires for SUVs are popular with many teams participating in these off-road races.

YOKOHAMA will once again be found on karts competing in the KF1 category of the All Japan Karting Championship.

YOKOHAMA tires will continue to be the control tire for the FP-Junior CADET category of the Japanese Junior Karting Championship and Asian Karting Open Championship.

YOKOHAMA will also continue supplying its tires to circuit races in the Philippines, Indonesia and elsewhere.

---

2013.May.17

[Motor sports relation](#) [Sustainability relation](#)

- › Yokohama Rubber to Participate in the World's Toughest Hill Climb Race Again This Year with Original EV Racing Car and Fuel-Efficient Tires



---

2012.Jun.4

[Motor sports relation](#) [Sustainability relation](#)

- › Yokohama Rubber to Participate in the World's Toughest Hill Climb Race with its Original Electric Vehicle (EV) and Fuel-Efficient Tires



---

2011.Jun.27

[Motor sports relation](#) [Sustainability relation](#)

- › Yokohama Tire-Equipped Car Sets Record for Fastest Electric Vehicle for Second Consecutive Year



---

2011.Jun.2

[Motor sports relation](#) [Sustainability relation](#)

- › Yokohama Rubber Enters Hill Climb Race with Electric Vehicle Fitted with Prototype "BluEarth" Fuel-Efficient Tires



---

2010.Jun.29

[Motor sports relation](#) [Sustainability relation](#)

- › Yokohama Tire-Equipped Vehicle Sets All-Time Record for Electric Vehicles



---

2010.Jun.3

[Motor sports relation](#) [Sustainability relation](#)

- › Yokohama Rubber to Participate in Severe Hill Climb Race Again This Year as Part of Tire Development for Electric Vehicles



---

2009.July.29

[Motor sports relation](#) [Sustainability relation](#)

- › Yokohama Tire-Equipped Car Sets Second All-Time Electric Vehicle Record

---

2009.May.26

[Motor sports relation](#) [Sustainability relation](#)

- › Electric Vehicle Enters Tough Hill Climb Race

