

April 22, 2011
For immediate release

Contact:
Takao Kikuchi
Corporate Communications Dept.
Phone: 81-3-5400-4531
Fax: 81-3-5400-4570

Car Designed by Takuya Yura Runs to Overall Victory at Eco Car Cup 2011 on Yokohama Rubber's BluEarth-1 Tires

Tokyo - The Yokohama Rubber Co., Ltd., announced today that an AEROPRIUS YURASTYLE neo designed by Takuya Yura, fitted with the company's new eco tire BluEarth-1 (195/65R15 91H), took the overall title in the hybrid-vehicle event Eco Car Cup 2011 staged at Fuji International Speedway on April 10, 2011. With its excellent contributions to fuel efficiency and driving performance, the BluEarth-1 strongly supported the victory.

In the Eco Car Cup, vehicles compete in six stages, including time trials, sprint races and endurance races, accumulating overall points for both speed and fuel efficiency. The AEROPRIUS YURASTYLE neo participated in the Prius EXP class (commercially available aerodynamic parts allowed) and finished first overall, with 155 points out of a possible 194, scoring impressively in Stages 5 and 6 with rankings of 5th in a 35-minute endurance race and 5th in fuel efficiency, respectively. Nineteen teams, including professional drivers, participated this year.

BluEarth-1 is the flagship model of the BluEarth tire series, designed with the concept of an environmentally, human and socially friendly tire. The BluEarth-1 is rated AAA for rolling resistance and C for wet grip under the domestic tire labeling system, making it both a safe and highly fuel-efficient performer. It also offers a more comfortable, quiet ride as well as reduced external vehicle noise, making it exceptionally friendly to people.

Mr. Yura and Yokohama Rubber have taken on various challenges together, seeking to foster a new level of automotive enjoyment through eco-driving events. In November 2010, an AEROPRIUS YURASTYLE neo with prototype BluEarth-1 tires completed 1,000 miles without refueling.

Profile of Mr. Takuya Yura:

Born in 1951 in Tokyo. Race car designer, president and CEO of Mooncraft Co., Ltd. Involved in production of race cars since high school, he became an independent designer in 1972 and has produced numerous designs that have been highly evaluated both domestically and internationally. In 2007, the AEROPRIUS YURASTYLE, based on Toyota's Prius 20, was widely acclaimed. In 2010, he unveiled the AEROPRIUS YURASTYLE neo with even better fuel efficiency.



BluEarth-1



AEROPRIUS YURASTYLE neo