

NEWS RELEASE



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YOKOHAMA became Technical Partner on Globally Popular Racing Game “Gran Turismo”

Tokyo - The Yokohama Rubber Co., Ltd., announced today that it has become a technical partner for “Gran Turismo®6,” the latest version of the globally popular racing video game series “Gran Turismo.” Realism is the great attraction of the series and, in order to develop the game’s new physics engine reproducing car behavior, YOKOHAMA provided tire data for the simulation. This is the first time a tire manufacturer has served as an official technical partner. Through its participation, YOKOHAMA hopes to boost its global recognition across generations of automotive enthusiasts.

As of March 2013, the “Gran Turismo” series had recorded sales 70 million units around the world, and has been highly evaluated not only by avid gamers but by professional race drivers, automotive-related companies and more. The latest version, “Gran Turismo®6,” was unveiled at the Silverstone Circuit in England on May 15 (local time).

