

# NEWS RELEASE



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May 17, 2013  
For immediate release

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## **YOKOHAMA This Year to Again Run Its Original EV on Fuel-Efficient Tires in World's Toughest Hill Climb Race**

Tokyo - The Yokohama Rubber Co., Ltd., announced today that its racing team will participate again with the company's original electric vehicle (EV) in the 2013 Pikes Peak International Hill Climb. The event – the world's toughest hill climb race – will take place on June 30 in the state of Colorado, U.S.A. The team refers to the race as the “Team Yokohama EV Challenge.” As it was last year, the team's EV racing car will be equipped with “BluEarth-A” tires, which deliver superior driving performance, and enhance fuel efficiency.

The two-fold challenge with a zero-emission vehicle on fuel-efficient tires is to harmonize environmental responsibility with the joy of driving and to further research and development of even better EV tires. This will be the fifth year for YOKOHAMA to participate in the race. In both 2010 and 2011, the team accomplished outstanding feats, substantially besting the previous all-time records for an EV. In 2012, it beat its own record by more than 21 seconds, advancing its performance each year. This year, the team has improved the motor of last year's record-shattering EV car in an effort to beat the record yet again. It will once more be driven by Mr. Ikuo Hanawa, a highly skilled off-road racer.

Marking its 91st year, the Pikes Peak International Hill Climb - also known as the “Race to the Clouds” - is one of the most difficult motorsports challenges in the world. Racing to the 4,301-meter (about 14,110.8 feet) summit, participants cover a 20-kilometer (about 12.4 mile) course beginning at the 2,862-meter (about 9,389.7 feet) level. The course and conditions are daunting, with 156 turns and rapidly changing temperatures and weather.

During race week, events and progress will be posted on YOKOHAMA's motorsports site ([http://advan.com/english/motor\\_sports/](http://advan.com/english/motor_sports/)). Videos on YOKOHAMA's challenges of the Pikes Peak International Hill Climb since 2009 can be seen on the Yokohama Rubber Channel, on YouTube (<http://www.youtube.com/user/TheYokohamaRubber/>).



*Original EV racing car (in 2012)*