

NEWS RELEASE



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YOKOHAMA This Year to Again Run Its Original EV on Fuel-Efficient Tires in “The Race to the Clouds”

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 2014 Pikes Peak International Hill Climb. The event will take place on June 29 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 sixth 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. Last year concluded with a system error, but we are aiming for a better result this year. It will once more be driven by Mr. Ikuo Hanawa, a highly skilled off-road racer.

Marking its 92nd 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 4,302 m (14,115 ft) summit, participants cover a 20 km (12.42 mile) course beginning at the 2,862 m (9,390 ft) level. The course and conditions are daunting, with 156 turns and rapidly changing temperatures and weather.

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 2013)

■ Team Yokohama EV Challenge

Team name		Team YOKOHAMA EV Challenge
Vehicle name		HER-02
Driver		Ikuo Hanawa
Team manager		Kenny Shirai / TheYOKOHAMA Rubber Co., Ltd.
Tire		YOKOHAMA BluEarth-A
Tire size	Front	215/50R17 91V
	Rear	275/40R18 99W
Wheel		YOKOHAMA ADVAN Racing RGII
Design		Kenichi Sato / TheYOKOHAMA Rubber Co., Ltd.
Motor		AC PROPULSION AC Induction Motor
Battery		Panasonic Lithium Ion Battery
Cooling system		Liquid Cooling System
Maximum output		190kW(258ps)
Maximum torque		280Nm (207lb-ft)
Body size	Length	3,800mm (149.6inch)
	Width	1,900mm (74.8inch)
	Height	1,100mm (43.3inch)
	Wheelbase	2,500mm (98.4inch)
Weight		1,150kg (2,535lbs)
Drive type		Mid-Ship Rear Drive
Suspension	Front	Double A-Arm
	Rear	Multi Link
Shock absorber		KING
Top speed		250km/h(155mph)