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For immediate release

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Yokohama Rubber supporting Kalle Rovannerä in his first FORMULA DRIFT® JAPAN race

Hiratsuka, Japan—The Yokohama Rubber Co., Ltd., announced today that it will be supplying its global flagship ADVAN brand tires and wheels to 2022 WRC champion Kalle Rovannerä for his participation in Round 2 of FORMULA DRIFT® JAPAN (hereafter, FDJ), to be held on May 20-21 on the Ebisu Circuit Nishi (West) Course in Fukushima Prefecture. Rovannerä will be participating in the Red Bull GR COROLLA from KR69 CUSCO Racing.

Kalle Rovannerä is a rally driver from Finland. He began full participation in the World Rally Championship (WRC) in 2020. After finishing the 2021 season with two victories and an overall fourth place driver's ranking, in 2022 he became the youngest WRC champion at the age of 22. Rovannerä has deep knowledge of drift competition, such as mastering drifting techniques by the age of eight and has participated in the Drift Masters European Championship series.

Yokohama Rubber will be supplying Rovannerä with its ADVAN NEOVA AD09, YOKOHAMA's strongest street sports tires, which have a well-balanced combination of enhanced levels of dry grip, controllability, and wear resistance. The tires will come fitted with ADVAN Racing RS-DF Progressive aluminum sports wheels. Yokohama Rubber expects its support for Kalle Rovannerä, who is attracting global attention as a phenomenal young driver competing in drifting competitions that require the most advanced techniques, to help raise recognition of the ADVAN brand as a tire with superior performance.

FDJ is an international version of the FORMULA DRIFT® series held in the United States. FDJ, held since 2014, essentially is a reverse import from the US FORMULA DRIFT®, which has elevated the popularity of drift driving, a motorsport that originated in Japan.



A visual announcing Rovannerä's participation in FDJ

Under Yokohama Rubber's three-year (2021–2023) medium-term management plan, Yokohama Transformation 2023 (YX2023), the consumer tire business aims to maximize the sales ratios of high-value-added YOKOHAMA tires, namely the global flagship ADVAN brand, the GEOLANDAR brand of tires for SUVs and pickup trucks, and various winter tires. YX2023 also positions participation in motorsports activities as crucial to the company's effort to develop new tire technologies that will further strengthen the ADVAN and GEOLANDAR brands. Yokohama Rubber therefore is again participating in a wide variety of motorsports events in Japan and around the globe, from top-category to grassroots events.