

Motorsports Activities

Yokohama takes part in a wide range of motorsports including races and rallies. We supply competition tires in Japan and overseas and have achieved spectacular results and outstanding achievements in each motorsport category.

For example, YOKOHAMA tires have been fitted on both Toyota and Nissan entries in the SUPER GT GT500, we have competed in the Nürburgring 24 Hours with the Walkenhorst Motorsport BMW customer racing team, and in off-road racing we have competed in series held in North America and Asia in efforts to strengthen the ADVAN and GEOLANDAR brands.

These activities play a significant role in the development of high-performance consumer tires and in the development of technologies for future tires. Motorsports are truly a spectacular proving ground for tire development.



Circular Economy Initiatives Pursued through Participation in Motorsports

Development of Racing Tires Utilizing Sustainable Materials for the Japanese SUPER FORMULA Championship

Yokohama has been the supplier of the control tire for the Japanese SUPER FORMULA Championship series since 2016. For the 2023 series, Yokohama is pursuing development of a racing tire that uses sustainable materials. The newly developed tire utilizes naturally derived formulations such as silica produced from rice hulls and oil produced from oil palm fruit and orange peel, and also reuses rubber recycled from waste tires. By 2025, we aim for the percentage of sustainable materials used in our tires to be at least 35%.

Tires with Sustainable Specifications Used in Hill Climb Race in the US

At the 100th Pikes Peak International Hill Climb held in the United States in June 2022, the ADVAN A052 street sport tire which uses sustainable materials was used.

The rubber in the side walls of these tires, which undergo the most deformation during driving, have been switched to biomass-derived butadiene rubber from the conventional petroleum-derived butadiene rubber. Going forward, we will continue to accelerate the development of technologies that reduce environmental impact through actual participation in grueling hill climb races.



Racing tire under development that increases the percentage of sustainable materials used



An EV that competed in the race equipped with ADVAN A052 tires, which use sustainable materials



Biomass-derived butadiene rubber material