

NEWS RELEASE

YOKOHAMA

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For immediate release

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Yokohama Rubber Supports WTCC Italian Round As Title Sponsor

Tokyo - Yokohama Rubber Co., Ltd., announces that it will support the 7th and 8th races of the FIA World Touring Car Championship (WTCC) as the title sponsor of the Italian Round, scheduled for Sunday, May 23, at Monza, and named the "FIA WTCC YOKOHAMA Race of Italy."

The WTCC is FIA's third world championship - along with Formula 1 (F1) and the FIA World Rally Championship (WRC) - and is the top touring car competition in the world. Twelve rounds will be held this year, and as the opening race in Europe, the Italian Round attracts a great deal of attention. As the provider of one-make tires to the WTCC, Yokohama is continuing its efforts to establish its global brand image by becoming the title sponsor of the popular Italian Round. Additionally, on July 4, to mark the 100th race for which it will be supplying tires, Yokohama will stage an event during the Portuguese Round - something sure to liven up the race.

Yokohama has supplied ADVAN racing tires as WTCC's control tires since 2006. Their balanced performance with both FF and FR vehicles has been highly evaluated and Yokohama has been designated the supplier at least through 2012. For the 2010 season, the company introduces its eco racing tires with improved environmental functions and stronger gripping power.



ADVAN racing tires for the WTCC



The opening race of the WTCC 2010 series

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