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For immediate release

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Yokohama Rubber Supporting Takuma Aoki in Asia Cross Country Rally

Tokyo - The Yokohama Rubber Co., Ltd., announced today that it will support the team led by Takuma Aoki participating in the “19th Asia Cross Country Rally” the largest FIA-certified cross country rally held in Asia. Yokohama Rubber’s support will include supplying “GEOLANDAR” tires for the team’s car and “Medi-Air” air-cell cushion to reduce the burden on the lower body of the driver, Takuma Aoki, who is a paralyzed from the waist down. This year’s race will start in Pattaya, Thailand, on August 9 and run through August 15 with the goal line in Phnom Penh, Cambodia.

The Asia Cross Country Rally was begun in 1996 to promote international goodwill and friendship among countries in Asia. Held annually in August, the rally is run through mountainous terrain, jungles, coastal areas, plantation lands, and a race car circuit. Yokohama Rubber co-sponsored the race for 11 straight years from 2001, and cars running on YOKOHAMA’s “GEOLANDAR” tires finished in second and third place (Takuma Aoki) in 2011 and second place in 2012.

Takuma Aoki was injured in a crash during a motorcycle race practice run. Forced to retire from rider, Mr. Aoki took up the challenge of racing four-wheel vehicles and has been active on the overseas racing field. He has participated in the Asia Cross Country Rally every year since 2007, finishing third in 2011 in a car running on YOKOHAMA’s “GEOLANDAR” tires and coming in sixth and 11th in 2012 and 2013, respectively. Prior to the start of this year’s rally, he conducted a demonstration run in late July on Yokohama Rubber’s tire testing course in Thailand. Mr. Aoki is also participating in this season’s GT Asia series and finished first in the first two races. YOKOHAMA’s “ADVAN” racing tire is the official tire of the GT ASIA series.



Takuma Aoki and racing vehicle

Team and car details

Team:	Mu-X GEOLANDAR takuma-gp
Car:	ISUZU Mu-X
Driver:	Takuma Aoki
Co-driver:	Ittipon Simaraks
Co-driver:	Katsuhiko Shiine
Tires:	GEOLANDAR M/T+
Tire size:	LT235/85R16 108/104Q