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Yokohama Rubber's US tire sales company to supply control tires for new Porsche racing series

Tokyo – The Yokohama Rubber Co., Ltd., announced today that its US tire sales company Yokohama Tire Corporation (YTC) will supply ADVAN racing tires as the control tire for the Porsche Sprint Challenge North America by Yokohama, a new Porsche racing series to be held in the United States and Canada from 2021.YTC will supply the ADVAN A005 for use on dry tracks and the ADVAN A006 for use on wet tracks.

The Porsche Sprint Challenge North America by Yokohama will be a one-make competition for type 991 generation Porsche 911 GT3 Cup and 718 Cayman GT4 Clubsport race cars. The first of a planned eight-event inaugural season of the Porsche Sprint Challenge North America by Yokohama will be held on the weekend of March 12–14 at the Sebring International Raceway in Florida.

YTC has been supporting a number of other Porsche motorsports events in North America in recent years, including supplying control tires for the IMSA Porsche GT3 Cup Challenge USA by Yokohama and the Porsche Pikes Peak Trophy by Yokohama in 2020. YOKOHAMA tires selection as the control tire for these races reflects the high evaluation of the tires' superior performance and YTC's stable supply structure.

The technology strategy outlined in Yokohama Rubber's Grand Design 2020 (GD2020) medium-term management plan positions participation in motorsports activities as crucial to the company's effort to be at the vanguard of the development of new tire technologies. Yokohama Rubber is therefore participating in a wide variety of motorsports events in Japan and around the globe, from formula and touring car races to rally, off-road and kart races.

A type-991 911 GT3 Cup race car, one of the Porsche race car models that will compete in the new Porsche Sprint Challenge North America by Yokohama in 2021