

May 13, 2022
For immediate release

Contact:
Corporate Planning Department
Corporate Communications Section
Phone: 81-3-5400-4531
Fax: 81-3-5400-4570

Yokohama Rubber to again participate in US's most challenging hill climb, providing tires using sustainable materials for the first time

Tokyo—The Yokohama Rubber Co., Ltd., announced today that its US subsidiary Yokohama Tire Corporation (YTC) will be supplying YOKOHAMA tires to about 18 cars* competing in the 100th Pikes Peak International Hill Climb to be held in Colorado, USA, on June 26. The supplied tires will include the first provision of YOKOHAMA's ADVAN A052 street sports tires made from sustainable materials. Yokohama Rubber will contribute to the excitement of a memorable 100th running of Pikes Peak hill climb by supporting entries in all six divisions, and the Company looks forward to a YOKOHAMA-supported team winning in each division as well as recapturing the overall championship won in 2020.

*As of date of this release. The number of cars being supported could increase.

The ADVAN A052 tires made from sustainable materials will be used on the Electric Performance/NRS 2022 Tesla Model S Plaid, piloted by Blake Fuller, competing in the Exhibition Division. These ADVAN A052 tires have achieved a high recyclable material content as the petroleum-derived butadiene rubber previously used in the sidewall, the part of the tire that changes shape the most when the vehicle is moving, has been replaced by biomass-derived butadiene rubber. Supplying these tires for use at this year's event will provide Yokohama Rubber with new knowledge about the tires' performance in harsh hill-climb conditions and further accelerate its development of technologies that will reduce tires' burden on the environment. The Company is continuing its development of tires incorporating sustainable materials and looks forward to supplying such tires for more cars competing at the Pikes Peak International Hill Climb in the coming years.

YTC also will supply other YOKOHAMA tires to several other leading drivers, including 2021 Exhibition Division champion Randy Pobst, who will be driving a 2021 Tesla Model S Plaid, and 2020 King of the Mountain Clint Vahsholtz, for use on his Aston Martin V12 Vantage GT3 competing in the Pikes Peak Open Division .

YTC is adding to the excitement of the Pikes Peak International Hill Climb by again supplying its ADVAN A052 tires as the one-make control tire used by Porsche Cayman GT4 Clubsport vehicles competing in the Porsche Pikes Peak Trophy by Yokohama Division. This marks the fifth straight year that ADVAN A052 tires have been selected as the control tire for this division's cars.

The Pikes Peak International Hill Climb is a hill climb competition with a long and illustrious history dating back to 1916. It is also known as the "Race to the Clouds" as the course starts at an elevation of 2,862 meters and covers about 20 kilometers before reaching the finish line at an altitude of 4,300 meters. Cars running on YOKOHAMA tires captured two division championships in 2021 and the overall championship in 2020.



The 2021 Tesla Model S Plaid that won the Exhibition Division in 2021

Under Yokohama Rubber's three-year (2021–2023) medium-term management plan Yokohama Transformation 2023 (YX2023), the consumer tire business aims to maximize its sale 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. The plan also positions participation in motorsports activities as crucial to Yokohama Rubber's development of advanced tire technologies and strengthening of its ADVAN and GEOLANDAR brands. The Company's development of high-performance and top-quality tires for new cars and the replacement market benefits from the technologies accumulated through its participation in a wide variety of motorsports events in Japan and around the globe, from top-category races to grassroots races.

YX2023 also includes ESG initiatives that are based on the concept of "Caring for the Future." Yokohama Rubber believes that conducting its business activities aligned with these ESG initiatives will help resolve social issues and lead to the continued increase of its corporate value. In addition, the Company's efforts to realize a circular economy aim to increase the ratio of renewable and recyclable materials used by the Company to more than 30% of total materials used by 2030. As part of this effort, Yokohama Rubber plans to supply the Japanese SUPER FORMULA Championship with racing tires made from sustainable materials from 2023 and is now accelerating the development of these tires.

YTC-sponsored participants in this year's Pikes Peak International Hill Climb

Division	Driver	Supplied tire	Entry – Year/Make/Model
Exhibition	Randy Pobst	ADVAN A005	2021 Tesla Model S Plaid
Exhibition	Daijiro Yoshihara	ADVAN A005	2018 Tesla Model 3
Exhibition	Blake Fuller	ADVAN A052*	2022 Tesla Model S Plaid
Exhibition	Levi Shirley	GEOLANDAR X-AT G016	4400 Ultra4 Race Truck
Time Attack 1	Gustav Lundh	ADVAN A005	Porsche Turbo
Open Wheel	Codie Vahsholtz	ADVAN A005	2013 Ford Open
Unlimited	Andy Kingsley	ADVAN A005	Porsche 996 Turbo
Exhibition	Cole Powelson	ADVAN A005	Diesel GT-R R35
Pikes Peak Open	Clint Vahsholtz	ADVAN A005	Aston Martin V12 Vantage GT3
Unlimited	Derek Boyd	ADVAN A005	2008 Mitsubishi Lancer Evolution X
Porsche Pikes Peak Trophy by Yokohama	George Hess III	ADVAN A052	Porsche Cayman GT4 Clubsport
Porsche Pikes Peak Trophy by Yokohama	Cam Ingram	ADVAN A052	Porsche Cayman GT4 Clubsport
Porsche Pikes Peak Trophy by Yokohama	Gilles Nadeau	ADVAN A052	Porsche Cayman GT4 Clubsport
Porsche Pikes Peak Trophy by Yokohama	Jonny Lieberman	ADVAN A052	Porsche Cayman GT4 Clubsport
Porsche Pikes Peak Trophy by Yokohama	Charles "Chas" Wirken	ADVAN A052	Porsche Cayman GT4 Clubsport
Porsche Pikes Peak Trophy by Yokohama	Loni Unser	ADVAN A052	Porsche Cayman GT4 Clubsport
Pikes Peak Open	John McInnes	ADVAN NEOVA AD09	1997 Subaru/Prodrive WRC Impreza S5
Open Wheel	Paul Dallenbach	ADVAN A005	2020 Sierra Alpha

* Use of biomass-derived butadiene rubber. This butadiene rubber was developed in a joint research project with the National Institute of Advanced Industrial Science and Technology and the Research Association of High-Throughput Design and Development for Advanced Functional Materials. The project succeeded in synthesizing butadiene rubber using butadiene generated by the world's most productive catalytic system for producing butadiene from bioethanol. The project was commissioned by the New Energy and Industrial Technology Development Organization (NEDO) as part of its Ultra High-Throughput Design and Prototyping Technology for Ultra Advanced Materials Development Project.