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For immediate release

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## **YOKOHAMA GEOLANDAR–equipped vehicles finish 1st in 3 classes at the 2024 King of the Hammers off-road race in the U.S.**

Hiratsuka, Japan—The Yokohama Rubber Co., Ltd., is pleased to announce that vehicles equipped with its GEOLANDAR off-road tires for SUVs and pickup trucks finished 1st in 3 classes at this year’s King of the Hammers off-road race held in California from January 28 to February 3.

The King of the Hammers, which is the season opener for the year-long Ultra4 National Series racing tour, combines desert racing and rock crawling, and is considered the one of the toughest off-road races in the world. The winning drivers are Zach Szymik in the 4900 Can-Am Sportsman Stock UTV class, Bailey Cole in the 4600 Currie Enterprises Stock class, and Duane Garretson in the 4500 Yukon Gear and Axle Modified class. At this year’s King of the Hammers, Yokohama Rubber supplied its GEOLANDAR tires to more than 25 participating vehicles. The tires supplied included GEOLANDAR M/T G003 mud terrain tires and race-versions of the same, as well GEOLANDAR SD off-road racing tires sold in overseas markets.

GEOLANDAR M/T G003 tires deliver superior performance on the full range of off-road surfaces over an exceptionally long lifespan. GEOLANDAR SD tires also have been praised for their superb durability and performance in off-road races. Yokohama Rubber’s GEOLANDAR tires have demonstrated superior off-road performance in many races in recent years. In 2023, vehicles equipped with GEOLANDAR tires finished 1st in the King of the Hammers’ 4900 Can-Am UTV race and captured series championships in the Best In The Desert’s Trick Truck class and the Ultra4 Racing’s 4900 UTV Pro Mod class. GEOLANDAR–equipped vehicles also dominated at the 2023 Asia Cross Country Rally, winning the overall championship for a second straight year while capturing the top 3 spots on the podium with 1st, 2nd, and 3rd place finishes.

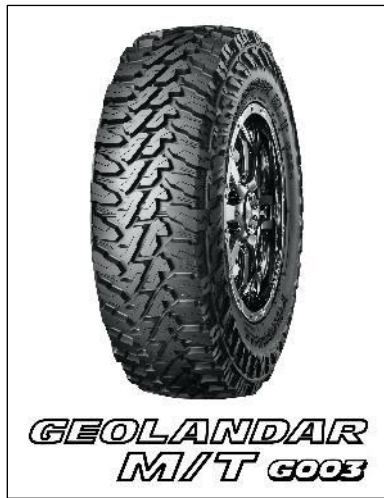
Yokohama Rubber’s consumer tire business is endeavoring to increase sales of high-value-added YOKOHAMA tires, including the global flagship ADVAN brand, the GEOLANDAR brand of tires for SUVs and pickup trucks, winter tires, and 18-inch and larger tires. The Company positions participation in motorsports activities as crucial to its effort to develop new tire technologies that will further strengthen the ADVAN and GEOLANDAR brands. Yokohama Rubber therefore will again be participating in a wide variety of motorsports events in Japan and around the globe, from top-category to grassroots events, in 2024.



GEOLANDAR M/T G003 equipped vehicle  
driven by Bailey Cole



GEOLANDAR M/T G003 equipped vehicle  
driven by Duane Garretson



GEOLANDAR SD equipped vehicle  
driven by Zach Szymik