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For immediate release

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Yokohama Rubber again participating in US's most challenging hill climb Aiming for 3rd straight overall championship

Hiratsuka, Japan—The Yokohama Rubber Co., Ltd., announced today that its US subsidiary Yokohama Tire Corporation will be supplying ADVAN tires, including ultra-high performance tires to more than 15 cars competing in six divisions of the 102nd Pikes Peak International Hill Climb to be held in Colorado, USA, on June 23. Yokohama Rubber is aiming for a third straight overall championship at Pikes Peak as part of the ADVAN CHALLENGE, which seeks to maximize sales of ADVAN tires.

This year, Yokohama Rubber will supply its ADVAN A005 racing tires and its ultra-high performance ADVAN Sport V107 tires to three electric vehicles (EVs) being entered by a team supported by Hyundai. The Hyundai support team has selected Robin Shute, who captured the overall championship at Pikes Peak in 2022 and 2023 while driving vehicles equipped with ADVAN tires, as the driver of one of its EV entries, the new high-performance Ioniq 5 N TA Spec, which will be fitted with YOKOHAMA's ADVAN A005 racing tires. Yokohama Rubber also will supply its ADVAN A005 tires to a number of other leading drivers, including David Donahue, competing again in the Time Attack 1 Division in which he has finished first the past two years while driving on ADVAN tires.

Yokohama Rubber also will supply its ADVAN A052 street sports tire as the control tire for cars competing for the Pikes Peak GT4 Trophy by Yokohama. In previous years, this division was called the Porsche Pikes Peak Trophy by Yokohama and was a one-make race for Porsche GT4 cars, but this year the division has been opened up to GT4 cars from other makers, which is expected to make it an even more exciting race.

The Pikes Peak International Hill Climb is a hill climb race 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 2,862 meters above sea level and covers about 20 kilometers before reaching the finish line at an altitude of 4,302 meters. Cars fitted with YOKOHAMA tires captured the Pikes Peak overall championship in 2020, 2022, and 2023.

The consumer tire strategy in Yokohama Rubber's new three-year (2024–2026) medium-term management plan, Yokohama Transformation 2026 (YX2026), aims to maximize the sales ratios of high-value-added tires by expanding sales of YOKOHAMA's global flagship ADVAN brand, the GEOLANDAR brand of tires for SUVs and pickup trucks, winter tires, and 18-inch and larger tires. Yokohama Rubber positions participation in motorsports activities as crucial to its effort to further strengthen the ADVAN and GEOLANDAR brands. Yokohama Rubber therefore is again participating in a wide variety of motorsports events around the globe, from top-category to grassroots events.



「ADVAN A005 (DRY)」



「ADVAN A052」



「ADVAN Sport V107」



A Hyundai Ioniq 5 N TA Spec (EV)
that will be driven by Robin Shute

YTC-sponsored participants in this year's Pikes Peak International Hill Climb (as of date of this release)

Division	Driver	Entry – Year/Make/Model	Supplied tire
Exhibition	Robin Shute	2025 Hyundai Ioniq 5 N TA Spec (EV)	DRY:A005 / WET:A006
	Dani Sordo	2025 Hyundai Ioniq 5 N TA Spec (EV)	DRY:A005 / WET:A006
	Ron Zaras	2025 Hyundai Ioniq 5 N (EV)	ADVAN sport V107
Open Wheel	Cole Powelson	2021 Sierra Alpha	DRY:A005 / WET:A006
Pikes Peak Open	Loni Unser	2015 Porsche GT3 Turbo Cup	DRY:A005 / WET:A006
	Paul Hubers	2023 Acura Integra	DRY:A005 / WET:A006
Pikes Peak GT4 Trophy by Yokohama	Christopher Becker	2024 Mustang GT4 (S650)	A052
	Laura Hayes	2022 Toyota Supra GT4	A052
	Nuno Caetano	2023 Porsche 718 GT4 RS Clubsport	A052
	Robb Holland	2023 Porsche 718 GT4 RS Clubsport	A052
Time Attack 1	David Donohue	2014 Porsche 911 Turbo R	DRY:A005 / WET:A006
	Katherine Legge	2024 Acura Integra	DRY:A005 / WET:A006
	Raymund Guerrero	2019 Porsche GT2 RS Clubsport	DRY:A005 / WET:A006
Unlimited	Andy Kingsley	2002 Porsche 911 GT-R Pikes Peak	DRY:A005 / WET:A006
	Don Wickstrum	2016 Axel Riley Ave LMP3	DRY:A005 / WET:A006