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For immediate release

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Yokohama Rubber US subsidiary to continue supplying ADVAN racing tires for three Porsche one-make racing series

Hiratsuka, Japan—The Yokohama Rubber Co., Ltd., announced today that its US subsidiary Yokohama Tire Corporation (YTC) will again be supplying ADVAN racing tires as the control tire for three Porsche one-make racing series in the United States in 2026. The series are the Porsche Sprint Challenge North America by Yokohama (hereafter North America), the Porsche Sprint Challenge USA West by Yokohama (USA West), and the Porsche Endurance Challenge North America (Endurance Challenge).

All three series are USAC (United States Auto Club) sanctioned premier one-make racing series. The series are step-up category races in the Porsche Motorsport Pyramid and will feature 911 GT3 Cup (Type 992.1) and 718 Cayman GT4 RS Clubsport cars with racing specs. The 2026 North America series will have 14 races, USA West will have 12, and Endurance Challenge will have 4 races. The 2026 season will mark Yokohama Rubber's sixth straight season as the supplier of the control tire for the North America and USA West series, and the third straight year for the Endurance Challenge. Yokohama Rubber is excited to continue supporting one of the most exciting one-make racing series in North America with its ADVAN A005 tires for use in dry conditions and ADVAN A006 tires for wet conditions.

* For more information about these racing series, see www.porschesprint.com.

Yokohama Rubber's supply of ADVAN racing tires for these one-make races featuring premium sports cars will strengthen the brand power and awareness of the ADVAN brand in the North American market. In addition to the three Porsche one-make racing series, Yokohama Rubber also is supplying its ADVAN racing tires as the control tire for the Mustang Cup, another one-make series that was launched in 2025.

The consumer tire strategy in Yokohama Rubber's 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.



Porsche Sprint Challenge North America by Yokohama



The logos for each of the three Porsche one-make racing series