

March 18, 2026
For immediate release

Contact:
Corporate Planning Department
Corporate Communications Section
Phone: 81-463-63-0414
Fax: 81-463-63-0552

Yokohama Rubber's 2026 Motorsports Activity Plan

Hiratsuka, Japan—The Yokohama Rubber Co., Ltd., today announced its motorsports activity plan for 2026. The company's consumer tire strategy aims to maximize the sales ratios of high-value-added YOKOHAMA tire brands, namely the global flagship ADVAN brand, the GEOLANDAR brand of tires for SUVs and pickup trucks, and various winter tires. Yokohama Rubber positions participation in motorsports activities as crucial to its efforts to develop new tire technologies that will further strengthen the ADVAN and GEOLANDAR brands. The company therefore is again participating in a wide variety of motorsports events around the globe, from top-category to grassroots events.

Yokohama Rubber has renewed its exclusive agreement to serve as the Official Tire Partner of the Japanese SUPER FORMULA Championship, Japan's premier motorsport, and will again be supplying ADVAN racing tires as the control tires for the entire series, which will further advance our development of tire technology and strengthen our brand power. Yokohama Rubber also will again be supplying ADVAN racing tires to teams participating in many other prestigious motorsports series, including the SUPER GT, Nürburgring 24-Hours, and Pikes Peak International Hill Climb, where we will compete with other tire makers to achieve class victories and overall championships.

Yokohama Rubber has become a supporting sponsor of the American Off-Road Racing Championship (AORC), launched in the United States in 2026 as the premier desert off-road racing series in North America. We will supply GEOLANDAR tires to many of the top participating teams aiming to win the overall championship. In addition, we will again be supplying GEOLANDAR tires to support teams aiming for victories in several other leading off-road races in North America, including the King of the Hammers (Held in February) and the Championship Off-Road series. In Asia, we will be seeking a second straight overall championship in the Asia Cross Country Rally (AXCR). Our participation and success in these off-road race is strengthening the GEOLANDAR brand.

Following is a list of the main events Yokohama Rubber will be participating in this year. We will post event updates and results on YOKOHAMA's dedicated motorsports website and on our official motorsports SNS sites.

Formula Races

Japanese SUPER FORMULA Championship Series

Yokohama Rubber has renewed its contract as an Official Tire Partner and supplier of the control tires for the Japanese SUPER FORMULA Championship series, continuing a relationship began in 2016. Under the new contract, we will supply our ADVAN racing tires through the 2030 season and pursue technological developments and marketing activities that will promote SUPER FORMULA's continued development. In 2026, Yokohama Rubber will strengthen its brand power by again supplying tires with a high renewable & recycled raw materials content ratio of about 46%* and introducing the SUPER POLE QUALIFYING Supported by YOKOHAMA TIRE, a three-stage (Q3) knockout qualifying format. * Average ratio for dry- and wet-use tires



Japanese SUPER FORMULA
Championship race (2025)



ADVAN racing tires made from
renewable & recycled raw materials



Partner logo created to coincide with the contract renewal

GT / Touring Car Races

SUPER GT

SUPER GT races are contested in two classes, GT500 and GT300. GT500 is dominated by works teams from major automakers while GT300 teams tend to be more varied and individualistic. While all GT500 machines must meet certain specifications, GT300 races are open to a variety of cars made in Japan and overseas. GT300 machines can broadly be divided into three types: (1) automakers' production cars that meet the international FIA GT3 specifications, (2) Japan's unique GTA-GT300 machines, and (3) the so-called "Mother Chassis" group of machines. In 2026, we will supply ADVAN racing tires to one car in the GT500 class and 17 cars GT300 class, and we look forward to victories in both classes as well as another series championship in the GT300 class.



[SUPER GT GT500 class]
TGR TEAM WedsSport BANDOH's
WedsSport ADVAN GR Supra (2025)



[SUPER GT GT300 class]
KONDO RACING's REALIZE NISSAN
MECHANIC CHALLENGE GT-R (2025)

GT500 class teams being supported by Yokohama Rubber in 2026

No.	Team	Drivers
19	TGR TEAM WedsSport BANDO H	Yuji Kunimoto／Sena Sakaguchi

GT300 class teams being supported by Yokohama Rubber in 2026

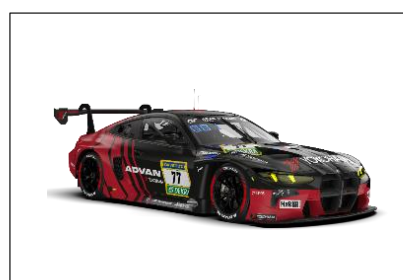
No.	Team	No.	Team
4	GOODSMILE RACING & TeamUKYO	45	PONOS RACING
5	TEAM MACH	48	NILZZ Racing
6	VELOREX	56	KONDO RACING
7	CARGUY MKS RACING	62	HELM MOTORSPORTS
18	TEAM UPGARAGE	87	JLOC
22	R'Qs MOTOR SPORTS	88	JLOC
25	HOPPY team TSUCHIYA	360	TOMEI SPORTS
26	ANEST IWATA Racing	666	seven × seven Racing
30	apr		

Nürburgring 24-Hour Race / Nürburgring Langstrecken-Serie

Yokohama Rubber will supply ADVAN racing tires to three teams participating in this year's Nürburgring 24-Hour Race (ADAC RAVENOL 24h Nürburgring), including Haupt Racing Team, KONDO RACING with Rinaldi, and BMW M Motorsport, as we aim for an overall championship. Last year, Haupt Racing raced to a first-place finish in the SP9 PRO-AM class on ADVAN tires, and KONDO RACING with Rinaldi finished 2nd in the official qualifying race and made a good showing in the final race, staying among the leaders for most of the race. This year, Yokohama Rubber is teaming up with BMW M Motorsport for the first time in almost 40 years and will supply ADVAN tires for two BMW M Motorsport's cars being entered in this year's race—an ADVAN-colored car being entered by Schubert Motorsport and a special car entered by BMW M Motorsport and developed especially for the fans at the Nürburgring. We also will supply tires to teams competing in the Nürburgring Langstrecken-Serie (NLS) series of endurance races and look forward to supporting overall winners in many of the series' races.



Haupt Racing Team's Ford Mustang GT3
(2026 planned race car)



Schubert Motorsport's BMW M4 GT3 EVO
(2026 planned race car)



KONDO RACING with Rinaldi's
Ferrari 296 GT3 (2025)



BMW M Motorsport's BMW M3 Touring 24H
(2026 planned race car)

Team	Class	Car
Haupt Racing Team	SP9	Ford Mustang GT3
KONDO RACING with Rinaldi	SP9	Ferrari 296 GT3 EVO
Schubert Motorsport (BMW M Motorsport)	SP9	BMW M4 GT3 EVO
BMW M Motorsport	SPX	BMW M3 Touring 24H

Porsche Sprint Challenge / Porsche Endurance Challenge

Yokohama Rubber will again supply ADVAN racing tires as the control tire for three Porsche one-make races in the United States. 2026 will be the sixth straight year the Porsche Sprint Challenge North America by Yokohama and Porsche Sprint Challenge USA West by Yokohama are using ADVAN tires as the control tire, and the third straight year for the Porsche Endurance Challenge North America. We are thrilled to again be supporting North America's most exciting one-make racing series.



Porsche Sprint Challenge North America
by Yokohama



Ford Mustang Cup

Yokohama Rubber will again be supplying ADVAN racing tires as the control tire for the new Mustang Cup one-make series, which was launched in 2025 and features Ford Mustang Dark Horse R race cars.



Mustang Dark Horse R

Other GT and Touring Car Races

Yokohama Rubber will again supply its ADVAN racing tires to a number of other GT and touring car races held around the world, including the Toyota Gazoo Racing Motorsport races in Thailand and the Inter Proto Series in Japan.



Toyota Gazoo Racing Motorsport race (2025)



Inter Proto Series race (2025)

Hill Climbs

Pikes Peak International Hill Climb

Yokohama Rubber will again participate in the Pikes Peak International Hill Climb in the United States, supplying our ADVAN racing tires to many top-class drivers, as we aim to regain the overall championship and achieve victories in several divisions. In addition, we will again be sponsoring and providing the control tire for the Pikes Peak GT4 Trophy by Yokohama. In 2025, cars fitted with ADVAN racing tires were victorious in two divisions.



ADVAN-equipped car racing to victory
in the Exhibition division (2025)



ADVAN-equipped winner
in the Time Attack 1 division (2025)

Rally and Rally Cross

Japanese Rally Championship (JRCT)

Yokohama Rubber will again supply ADVAN rally tires to top-level teams competing in many classes, including NUTAHARA Rally Team, which will be driving an ADVAN-colored car, and SUBARU Team ARAI. Both teams will compete in the highest JN-1 class. We are again aiming for championships in multiple classes as well as the overall championship. Last year, we supplied our high-performance ADVAN A051T, ADVAN A08B and ADVAN A052 tires for use on tarmac (paved roads), as well as the ADVAN A053 for use on gravel (dirt roads). Vehicles equipped with YOKOHAMA tires won the JN-1 class at the ARK Rally Kamuy, the fifth round of the series, and also captured the JN-3 class series championship for the third consecutive year.



ADVAN KTMS GR Yaris RALLY2
competing in JN-1 class (2025)



SUBARU WRX VBH
competing in JN-1 class (2025)

Drivers Co-Drivers	Team	Car
Fumio Nutahara Shungo Azuma	NUTAHARA Rally Team	ADVAN KTMS GR Yaris RALLY2
Toshihiro Arai Yuichi Ando	SUBARU Team ARAI	SUBARU WRX S4

TOYOTA GAZOO Racing Rally Challenge 2026

Yokohama Rubber will be supporting the TOYOTA GAZOO Racing Rally Challenge as a partner company for a second consecutive year in 2026. Last season, cars equipped with YOKOHAMA tires had excellent results, winning the series championship in three classes. This season, Yokohama Rubber will again supply ADVAN rally tires that are optimized for use on various surfaces and will enable drivers to race aggressively. We look forward to winning titles in many classes.



[KTMS GR Yaris] (2025)
Masahide Nishimura & Fumio Nutahara



[DOYHORO Pro μGR Yaris] (2025)
Tom Suzuki & Miho Kuno

Speed Competitions

All Japan Gymkhana Championship

In 2026, Yokohama Rubber will supply high-performance sports tires, such as the ADVAN A052, that have been newly certified by the Japan Automobile Federation (JAF) as tires that can be fitted on PN/P/AE class vehicles. Our highly rated ADVAN A050 competition tire will be supplied to cars in the BC classes. These high-performance tires will support the aggressive driving of drivers aiming to capture the series championship in many classes.



ADVAN TOLAP 911GT3 in PE1 class
(2025)

All Japan Dirt Trial Championship

Yokohama Rubber will again support the aggressive driving of drivers aiming to capture the series championship in many classes by supplying a lineup of tires that deliver superior performance on various surfaces, starting with ADVAN A053 tires for use on normal and hard dirt, ADVAN A031 tires for softer dirt, and ADVAN A036 tires for ultra-hard dirt surfaces. Last year, cars using our tires won series championships for a third year in a row in the PN3 and D2 classes.



HKS Lancer Evolution –
2025 D2 class champion



YH • KYB • SLIDE PARK • GR86 –
2025 PN3 class champion

Yokohama Motorsports Scholarship

As part of the company's motorsports promotion activities, the Yokohama Motorsports Scholarship 2026 program supports participants in rally, gymkhana, and dirt trial competitions in Japan. The deadline for applications for this year's program is April 30 (postmark date). The scholarship program is open to registered users of YOKOHAMA tires. Details, including eligible competitions, are posted on the program's website.

Yokohama Motorsports Scholarship 2026 website (Japanese):

<https://www.y-yokohama.com/cp/motorsports/scholarship/>

Participatory Motorsports

Yokohama Rubber supplies its ADVAN tires to many grassroots motorsports events around the world. In 2026, we will again be supporting motorsports events open to a wide group of drivers, from first-timers to experienced racers, including the new CATERHAM CUP JAPAN, for which we will supply ADVAN dB V553 tires as the control tire.



N-ONE OWNER'S CUP (2025)



SEVEN 170 CUP competing in the
CATERHAM CUP JAPAN

Off-road Races

American Off-Road Racing Championship (AORC)

Yokohama Rubber has become a supporting sponsor of the new American Off-Road Racing Championship, launched in the United States in 2026 as the premier desert off-road racing series in North America. We also will be supplying participating racers with our GEOLANDAR brand of tires for SUVs and pickup trucks.

The new AORC series brings together several world-class off-road races, including Best in the Desert and The Mint 400. The series championship will be decided by drivers' combined performance in five races on grueling desert courses.



Supporting sponsor image

Other Off-road Races in North America

Yokohama Rubber participated in the recently held King of the Hammers, which celebrated its 20th anniversary in 2026, serving as the title sponsor of the series' Every Man Challenge (EMC) and supplying tires to drivers competing in many classes. In addition, we will participate in the Championship Off-Road, a short-course, off-road racing series, supplying drivers with our GEOLANDAR X-AT and GEOLANDAR A/T4 off-road tires. We also will be supplying GEOLANDAR M/T G003 tires as the official specification tire for all vehicles in TrophyLite Series of desert races for an eighth consecutive year. This series provides drivers from a diverse range of motorsport disciplines an opportunity to step up into desert races.

Asia Cross Country Rally (AXCR)

Yokohama Rubber will again supply its GEOLANDAR M/T G003 to teams participating in this year's Asia Cross Country Rally, the largest cross country rally in Asia. Following our overall victories in 2022, 2023, and 2025, we are aiming to win two consecutive overall championships.



Mitsubishi Triton Rally Car #112 –
2025 Overall Champion

XCR Sprint Cup Series

Yokohama Rubber will supply GEOLANDAR X-AT and GEOLANDAR A/T4 tires to teams participating in the XCR Sprint Cup Series, which includes one race held in conjunction with the Japan Rally Championship. Last year, vehicles fitted with GEOLANDAR tires won the series championship in the XC-1 and XC-2 classes. This year we aim to win championships in more classes.



CUSCO YH GEOLANDAR-HILUX –
2025 XC-2 class series champion

Drift Competitions

FORMULA DRIFT® JAPAN (FDJ)

Yokohama Rubber will again supply its ADVAN NEOVA AD09 street sports tire to several teams aiming for victory in this year FDJ. We will also supply ADVAN NEOVA AD09 tires and ADVAN APEX V601 tires as the control tires for, respectively, FDJ2 and FDJ3 races.



Team Academic with Watanabe PS13 SILVIA
(2025)



FAT FIVE RACING A90 SUPRA
(2025)

D1 GRAND PRIX

We will supply a team aiming for victory in this race with our global flagship tire ADVAN brand tires.

TOYOTA Automotive Club
CUSCO KUHL GR86



Yokohama Rubber Motorsports Official Website & SNS Sites

Website: <https://www.y-yokohama.com/cp/global/motorsports/>

SNS Sites

Facebook: <https://www.facebook.com/YRCmotorsports/>

X: https://x.com/Yokohama_sport

Instagram: https://www.instagram.com/yokohama_motorsports/

YouTube: <https://www.youtube.com/@TheYokohamaRubber>