



2 July 2010

YOKOHAMA IS SET TO CELEBRATE ITS 100th FIA WTCC RACE IN PORTIMÃO

Japanese tyre manufacturer YOKOHAMA, will celebrate its 100th FIA World Touring Car Championship race during the 10th round of the season on Sunday, July 4 in Portimão (Portugal).

YOKOHAMA's involvement with the WTCC started in 2006, when the Japanese Rubber Company was appointed the Official Tyre Supplier of the championship. That maiden season also saw YOKOHAMA's support to the INDEPENDENTS' TROPHY. The winners' list includes: Tom Coronel (2006 & 2009), Stefano D'Aste (2007) and Sergio Hernández (2008).

This long-term partnership with the WTCC will continue for the next two seasons, until 2012.

As one of the several celebratory initiatives to highlight this special moment in Portimão, the WTCC cars will sport a 100th race logo on windscreen stripes and race number plates, while the "Victory Parc Fermé" will be dressed in a special look to mark the occasion.

"First of all, we, The Yokohama Rubber Company, would like to take this opportunity to express our sincere thanks and appreciation to all the parties involved in the World Touring Car Championship, such as FIA, KSO, Eurosport as well as each manufacturer and team for their continuous support and kind understanding to our Yokohama tyres. It is our great honour to celebrate our memorial 100th race of WTCC here in Portimão. We are proud of our quality in both ADVAN racing tyres and services and promise to keep the high quality into WTCC and other racing series as much as possible. Finally, we wish WTCC will continue for a long time and obtain a prosperous future all over the world," said Mr Shigeo Komatsu, General Manager Tire Global Product Planning Division, The Yokohama Rubber Co. Ltd.

Marcello Lotti, General Manager of KSO, added: *"Yokohama's participation in 100 WTCC races shows the level of commitment of this valuable partner and the strong belief that they have in the continuous development of the WTCC. We are delighted to work with Yokohama in a successful partnership for both the commercial and technical aspects and we are also grateful to them because their involvement has led to a lot of interest, especially in Japan. I hope Yokohama will enjoy another 100 races and more in the future."*

Key facts

- **2 April 2006** - First WTCC race on Yokohama ADVAN racing tyres
- **19 November 2006** - Tom Coronel becomes first winner of the Yokohama trophy
- **26 October 2008** - First WTCC event in Japan / Okayama
- **8 March 2010** - First WTCC race with Yokohama eco friendly orange oil tyres
- **4 July 2010** - Yokohama celebrates its 100th WTCC race

37,956 tyres (dry and wet) were supplied by Yokohama to WTCC teams since 2006.