17th September 2013

**New Miss YOKOHAMA 2013/14 elected**

In line with the tradition started by YOKOHAMA Suisse for several years, the election of the new Miss YOKOHAMA was conducted over the past weekend in Bern. The event was held during the popular Blickpunkt Party in the PostFinance-Arena.

After three rounds of competition, the fifteen finalists paraded in different clothing styles including the aptly Motorsport themed, Racing overalls, casual Jeans and T-Shirt and the more formal Gala dress by Designer label, Diego Caviari.

The Jury was composed of Miss Switzerland Dominique Rinderknecht, Racing driver Neel Jani, popular tv meteorologist Linda Gwerder, Miss YOKOHAMA 2012/13 the lovely Deborah Cordeiro, Jürg Allimann from Car Sponsor Belwag and Yokohama Suisse SA CEO Reto Wandfluh. The new Miss YOKOHAMA for 2013/14 is 22 year old Nicole Homola and works in the retail industry and comes from Rümlang. The beauty pageant is open to resident ladies in Switzerland, between the ages of 18 and 26.

The prizes for the winner includes a YOKOHAMA branded Opel Adam car, a professional photoshoot by Thomas Buchwalder, a watch by Cover, Champagne and a beauty set by Beverly Hills.

After the election, the party continued well into the night with top sounds by DJane Carol Fernandez.

Among the many tasks and responsibilities of the newly elected Miss Yokohama, will include representation of the Japanese Tyre Manufacturer at national and international events, including Geneva Auto Salon, international Motorsports venues. The next big chance to meet with Miss YOKOHAMA is at the car show Auto Zürich which takes place from 31st October till 3rd November 2013.