16th October 2013

**YOKOHAMA AND GIGI RICCI CHAMPIONS AGAIN**

YOKOHAMA is currently celebrating a magnificent result with the well known Brescia driver Gigi Ricci’s victory in the Italian National Championship “Trofeo Rally Terra 2013”.

The partnership between Yokohama Italia Spa and Gigi Ricci had already achieved important success in 2012 when the Japanese tyre manufacturer YOKOHAMA and Ricci joined forces to manage a significant win in the “N” class of the TRT Championship.

Following on from this, the success is now even more spectacular with an overall victory in the highly competitive Italian Championship.

In 2013 Ricci, co-driven by his wife Christine Pfister, on a Subaru Impreza STI, managed impressive races leading in every race and breaking record times reaffirming his mastery on gravel.

Ricci and YOKOHAMA celebrate a year full of satisfaction that confirms once again “the supremacy of Japanese tyres under such tough Rally conditions which are: a hard drive, full of dangers and risks and where tyres must be resistant, reliable and have to perform at the highest level” said a spokesman for Yokohama Italia.

“I’m glad that we carried on this collaboration with Ricci, for 2013” – says Giuseppe Pezzaioli, Yokohama Italia Spa´s Motorsport Manager – “the victory of Trofeo Rally Terra rewards us and also confirms our good choice. Japanese technicians are always working tirelessly to improve YOKOHAMA products. Perhaps in Europe we may not be as famous as some of our major competitors, but we know how to win and the victory with Ricci is the proof of it. We don’t need many words or big advertisements: facts are our best answer. For all these reasons I’m very positive and confident even for 2014. Our Japanese colleagues are working on tarmac tyres, the type of race in which we suffered more in the past and in 2014 we should start showing serious progress on this surface too.”

With its mind already set on next season, Yokohama Italia is working on plans for further development and using the valuable experience and successes achieved this year and always considering that a great base, with technology and performance as key pillars enables stronger and more reliable results in Motorsports.

For info: [www.yokohama.it](http://www.yokohama.it)