**18th November 2013**

**On the Ball: YOKOHAMA named ”Official Tyre of the Los Angeles Clippers”**

Tyre manufacturer signs two-year sponsorship deal with NBA team

Basketball season is under way and YOKOHAMA US Subsidiary, Yokohama Tire Corporation (YTC) is joining the action. The Fullerton, California-based tyre manufacturer is the “Official Tyre of the Los Angeles Clippers,” part of a two-year sponsorship agreement with the title-contending National Basketball Association (NBA) team.

“The Clippers have an extremely loyal fan base and after the success of last season, the support will be even stronger. Our relationship with the Clippers will help increase YOKOHAMA’s brand awareness among their fan base, as well as provide opportunities to increase store traffic and sales for our dealers,” said Alan Holtschneider, Senior Manager, Marketing Communications at Yokohama Tire Corporation. “This also allows us to showcase our full tyre line-up, including the new ultra high-performance ADVAN NEOVA AD08R and ADVAN Sport V105.”

Holtschneider said YOKOHAMA´s sponsorship includes courtside signage at each Clippers home game; pre-, post- and in-game spots on the Clippers flagship radio station; in-stadium displays on LED boards and in-game announcements on the public address system. YOKOHAMA will also receive signage on the LED arm stanchions on each basket, a digital presence on the Clipper’s official website ([http://www.clippers.com](http://www.clippers.com/)), and in-game TV spots during telecasts on Prime Ticket and/or Fox Sports West to support a consumer/dealer promotion later in the season.

In addition to the Clippers, YOKOHAMA´s 2013 sports sponsorship roster includes partnerships with the National Football League’s Chicago Bears, Indianapolis Colts and New England Patriots, and Major League Baseball’s Cincinnati Reds, Los Angeles Angels and New York Yankees.