21st January 2014

**YOKOHAMA European facebook group launched**

YOKOHAMA in Europe has now launched its Facebook group. Coordinated by Yokohama Europe communications team and supported by Yokohama UK, the new group was launched during the recently held Autosport International show in Birmingham, England.

The aims of the group are to offer an additional point of contact to the existing official websites and provide a snapshot of interesting activities within the world of YOKOHAMA Tyres in the social network platform.

The YOKOHAMA Tyres European facebook group hopes to unite snippets of information and content which will be unique to it, and will also offer the opportunity to obtain prizes and goodies through competitions, sweepstakes and giveaways.

The new group can be accessed on; [YOKOHAMA Europe Facebook group](https://www.facebook.com/YokohamaTyresEurope)

“At the moment, those interested in our company and our products can check the official websites for the Yokohama Rubber Company and Yokohama Europe, in addition to the country websites which focus mainly on national content. The facebook group will serve to provide additional items of interest, pictures, and related materials which can then be shared quickly among the European partners, YOKOHAMA fans and those keen to find out more about the Japanese Tyre Manufacturer and its activities.” Added David Oliva, responsible for Yokohama Europe communications.