12th February 2014

**YOKOHAMA IN THE USA WITH DONNAVVENTURA**

***On air on Rete4 channel the most exciting tour of 2013***

The 25th edition of the emotional tour of Donnavventura, the Italian TV format featuring young ladies travelling adventurously around the world on Mitsubishi vehicles fitted with YOKOHAMA tyres, is now on air on Rete4, one of the most important Italian TV channels. The 2013 journey discovers the most suggestive and unspoiled corners of the United States, from New York to Hawaii.

YOKOHAMA, high performance tyre producer, for years side-by-side with Donnavventura through their experiences, also attends this year’s expedition with enthusiasm. The cross-over Mitsubishi ASX, particularly careful on fuel consumption, and the pick-up L200 which followed the girls along the trip, have been equipped with YOKOHAMA Geolandar G012, all terrain tyres which represent the perfect performance compromise for different road surfaces. They guaranteed good grip in every condition and demonstrated to ensure resistance and long mileage: let’s just think to the different climatic and road characteristics of the Route 66 that was completely covered by Donnavventuras.

The Donnavventuras were involved in a trip of over 10,000 Km, which began from New York and continued across the striking American countryside. The team was in Indianapolis and then arrived in Texas. The evocative landscape of Arizona and its nature reserves followed leaving unforgettable memories to the Donnavventuras. The group also visited Las Vegas and San Francisco, from coast to coast. In the last stage the Donnavventuras transferred to Hawaii.

The “Grand American Raid, from New York to Hawaii” is on Rete4 channel each Sunday from 1:55 pm. Furthermore it’s always possible to see the episodes again on [video.mediaset.it](http://www.video.mediaset.it/programma/donnavventura/donnavventura.html).

