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**YOKOHAMA Named Exclusive Tyre Supplier for Red Bull Global Rallycross**  
All competitors in 10-race series will run on specially-designed YOKOHAMA ADVAN race tyres

FULLERTON, CA (3rd March 2014) – Yokohama Tire Corporation (YTC), YOKOHAMA´s US based subsidiary, is expanding its 2014 motorsports program to new arenas. The tyre manufacturer announced today it has signed an agreement to be the exclusive tyre supplier of the Red Bull Global Rallycross (GRC) series.

Red Bull GRC combines the best elements of circuit racing, off-road racing, and rally competition. The series features heavily modified 600-horsepower production-based cars built for fast-paced heat races with huge jumps – some up to 70 feet. The tracks are a combination of dirt and asphalt with multiple obstacles and surface transitions.  Top drivers in the series include Tanner Foust, Scott Speed, Bucky Lasek, Travis Pastrana and Nelson Piquet Jr. All competitors will race on specially-designed YOKOHAMA ADVAN race tyres.

“This is a major move for us,’” said Andrew Briggs, YOKOHAMA Director of marketing, product planning and motorsports. “GRC is a rapidly growing motorsport with global appeal to a young, passionate fan base, making it an ideal platform to showcase the technology, strength and competitiveness of YOKOHAMA.”

Colin Dyne, CEO of Global Rallycross, said, “YOKOHAMA is world-renowned for its full line of tyres and rich motorsports history. We’re glad to have YOKOHAMA aboard and look forward to an exciting season of rallycross racing.”

The 10-race series starts on 17th-18th May in Barbados and ends on 5th November 2014 in Las Vegas. GRC details are available at [www.global-rallycross.com](http://www.global-rallycross.com/).

