4th June 2014

**YOKOHAMA This Year to Again Run Its Original EV on Fuel-Efficient Tyres in “The Race to the Clouds”**

Tokyo - The Yokohama Rubber Co., Ltd., announced today that its racing team will participate again with the Company’s original electric vehicle (EV) in the 2014 Pikes Peak International Hill Climb. The event will take place on 29th June in the state of Colorado, U.S.A. The team refers to the race as the “Team Yokohama EV Challenge.” As it was last year, the team’s EV racing car will be equipped with “BluEarth-A” tyres, which deliver superior driving performance, and enhance fuel efficiency.

The two-fold challenge with a zero-emission vehicle on fuel-efficient tyres is to harmonize environmental responsibility with the joy of driving and to further research and development of even better EV tyres. This will be the sixth year for YOKOHAMA to participate in the race. In both 2010 and 2011, the team accomplished outstanding feats, substantially besting the previous all-time records for an EV. In 2012, it beat its own record by more than 21 seconds, advancing its performance each year. Last year concluded with a system error, but we are aiming for a better result this year. It will once more be driven by Mr. Ikuo Hanawa, a highly skilled off-road racer.

Marking its 92nd year, the Pikes Peak International Hill Climb - also known as the “Race to the Clouds” - is one of the most difficult motorsports challenges in the world. Racing to the 4,302 m (14,115 ft) summit, participants cover a 20 km (12.42 mile) course beginning at the 2,862 m (9,390 ft) level. The course and conditions are daunting, with 156 turns and rapidly changing temperatures and weather.

Videos on YOKOHAMA’s challenges of the Pikes Peak International Hill Climb since 2009 can be seen on the Yokohama Rubber Channel, on YouTube (<http://www.youtube.com/user/TheYokohamaRubber/>).

******

***Original EV racing car (in 2013)***

■**Team Yokohama EV Challenge**

|  |  |
| --- | --- |
| Team name | Team YOKOHAMA EV Challenge |
| Vehicle name | HER-02 |
| Driver | Ikuo Hanawa |
| Team manager | Kenny Shirai / TheYOKOHAMA Rubber Co., Ltd. |
| Tyre | YOKOHAMA BluEarth-A |
| Tyre Size Front | 215/50R17 93V |
| Tyre Size Rear | 275/40R18 99W |
| Wheel | YOKOHAMA ADVAN Racing RGII |
| Design | Kenichi Sato / TheYOKOHAMA Rubber Co., Ltd. |
| Motor | AC PROPULSION AC Induction Motor |
| Battery | Panasonic Lithium Ion Battery |
| Cooling system | Liquid Cooling System |
| Maximum output | 190kW(258ps) |
| Maximum torque | 280Nm (207lb-ft) |
| Length | 3,800mm (149.6inch) |
| Width | 1,900mm (74.8inch) |
| Height | 1,100mm (43.3inch) |
| Wheelbase | 2,500mm (98.4inch) |
| Weight | 1,150kg (2,535lbs) |
| Drive type | Mid-Ship Rear Drive |
| Suspension Front | Double A-Arm |
| Suspension Rear | Multi Link |
| Shock absorber | KING |
| Top speed | 250km/h(155mph) |