23rd July 2014

**YOKOHAMA Summer Test Drive at the Nürburgring**

A large group of YOKOHAMA dealers from several European countries, including Germany, Spain, Cyprus, Slovenia, The Netherlands, UK, Denmark, Hungary, Switzerland and Norway were recently invited to attend YOKOHAMA´s Summer Test Drive event at the legendary Nürburgring race track.

The programme of activities was intense and included the delivery of corporate and product presentations conducted by representatives of YOKOHAMA Europe, the Japanese tyre manufacturer’s European Head Office.

In addition to the theoretical aspects of the presentations and practical exercises, plenty of driving formed the main part of the two day event. This included driving under different conditions – wet & dry, handling course, among other tests with YOKOHAMA’s flagship tyre the ADVAN Sport V105, as well as the street-legal sports tyre ADVAN NEOVA AD08R, and the new BluEarth-A AE-50, the first fuel-efficient tyre with excellent wet grip.

A varied range of tests on the superior performance of YOKOHAMA’s tyres were conducted in different sections of and around the Nürburgring as well as test drives on the actual Grand Prix Track. The technical elements and support were coordinated in conjunction with YOKOHAMA Europe’s staff including its own Test Centre Team from the Nürburgring, assisted by instructors from the Nürburgring. Throughout the experience dealers and YOKOHAMA Europe staff also had the opportunity to share information and discuss topics of interest with YOKOHAMA engineers, test drivers and instructors.

Additionally a visit to the 20,832km Nordschleife race track was arranged to provide participants with a unique experience of the “Green Hell”.

Summing up after the event, YOKOHAMA Europe President Shinichi Takimoto expressed his delight at the very positive response from the guests attending and the many compliments received during the test drive event. “I think the experience really helped to show the quality and advantages of our tyres in various comparison tests and we will continue to provide such opportunities in the near future.” He added.