**13th August 2014**

**YOKOHAMA Celebrates 10 Years as Official Tyre of the Pebble Beach Concours d’Elegance**

New tyres, Gran Turismo 6 simulators and a customized Tesla Model S highlight tyre manufacturer`s open-air display

For the 10th consecutive year, YOKOHAMA will be “the official tyre” of the Pebble Beach Concours d’Elegance, set for Sunday, 17th August 2014 along the famed Pebble Beach Golf Links in central California.

“Our decade-long association with the iconic Pebble Beach Concours has been fantastic,” said Alan Holtschneider, Senior Manager Marketing Communications at Yokohama Tire Corporation (YTC). “With its pageantry and prestigious vehicles, it’s definitely one of the premier car events in the world and the perfect place to promote our flagship ADVAN tyre brand.”

As part of its 10-year anniversary with Pebble Beach, YTC’s open-air display – located adjacent to the first tee and near one of the highly-trafficked main entrances – will feature many highlights. Open to attendees Saturday and Sunday, the highlights include:

- YOKOHAMA’s new ultra high-performance, all-season tyre, the ADVAN Sport A/S.

- A striking, jet black Tesla Model S modified by Bespoke Customization and fitted with ADVAN Sport A/S tyres.

- Two Sony PlayStation race simulators featuring the epic video game Gran Turismo 6 (GT6), which has sold more than 70 million units worldwide. YOKOHAMA is a technical partner on the GT6 series, including the newest edition for PlayStation3, which has 1,200 types of cars and 76 courses across 38 locations. YOKOHAMA provided tyre data and expertise for race-game realism.

“As people make their way to see all the legendary cars, they can stop by our exhibit and check out our new tyres, as well as test their driving skills playing GT6,” said Holtschneider.

YOKOHAMA’s Pebble Beach Concours sponsorship agreement also includes name and logo placement on every ticket and lanyard worn by spectators and participants, ad placement in the event program and participation in a number of Concours-related events and activities.

Yokohama Tire Corporation is the North American manufacturing and marketing arm of Tokyo, Japan-based The Yokohama Rubber Co., Ltd., a global manufacturing and sales company of premium tyres since 1917. Servicing an extensive sales network throughout the U.S., Yokohama Tire Corporation is a leader in technology and innovation. The company’s complete product line includes tyres for high-performance, light truck, passenger car, commercial truck and bus, and off-the-road mining and construction applications. For more information on YOKOHAMA’s broad product line, visit [www.yokohamatire.com](http://www.yokohamatire.com/).