9th September 2014

**YOKOHAMA Participating in Baja 1000 with Original SUV Running on GEOLANDAR Tyres**

Tokyo – The Yokohama Rubber Co., Ltd., announced today that it will enter an original SUV in the 2014 Tecate SCORE Baja 1000 off-road race to be held in Baja California, Mexico, during 12th – 16th November 2014. YOKOHAMA will also support one of the top US off-road teams participating in the race.

YOKOHAMA’s original SUV racing machine features a proprietary design based on the concept of “an SUV created in the image of the next generation of SUVs”. The machine is equipped with YOKOHAMA’s “GEOLANDAR A/T-S” tyres, an all-round tyre designed especially for SUVs. With Ikuo Hanawa, a veteran of many Baja 1000 races, in the driver’s seat, the YOKOHAMA team is targeting victory in the SV6 Class for cars with engines in the under 3.7-liter/6-cylinder class.

YOKOHAMA is also supporting the husband-wife team of Cameron and Heidi Steele, two of America’s top off-road racers. The couple has been competing in the popular US off-road series, the SCORE Series, with the support of YOKOHAMA. The Company has been supporting teams competing in the Baja 1000 for many years.

Held each November, the Baja 1000 is one of the world’s leading desert races and the final race in the popular SCORE series of off-road races put on by SCORE International, a US-based off-road sanctioning body. A time-based, non-stop endurance race run over a rugged, off-road course of some 1,000 miles, the Baja 1000 tests drivers’ skills and stamina while also demanding the highest levels of steering stability, durability, and overall performance from participating machines and the tyres they run on.



***YOKOHAMA’s original SUV***

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| **Details about YOKOHAMA´s Baja 1000 entry** | |
| Driver | Ikuo Hanawa |
| Vehicle design | By Kenichi Sato of Yokohama Rubber Co., Ltd |
| Entry class (planned) | SV6 Class  (unlimited for four-wheel vehicles with engines under 3.7 litre/6 cylinders) |
| Vehicle length | 4,500mm |
| Vehicle width | 2,160mm |
| Vehicle height | 1,700mm |
| Vehicle weight | 1,500kg |
| Frame | Chromo tube frame |
| Cowling | FRP-based, original racing SUV design |
| Engine | V6 DOHC 3500cc |
| Maximum HP | About 400ps |
| Transmission | 6-speed, manual transmission |
| Drive train | Rear 2WD |
| Front suspension | Double wishbone (600mm wheel stroke) |
| Rear suspension | Semi-trailing (550mm wheel stroke) |
| Shock absorber | KING 2.5 C/O + KING 3.5 bypass shocks |
| Fuel tank | FUEL SAFE 250L |
| Tyres | GEOLANDAR A/T-S LT315/70R17 |
| Wheels | WORK-BJS, Baja specs (with bead locks) 8J-17 |
| Brakes | 4-wheel ventilated + 4 pot calliper |
| Brake pads | PROTIX Baja specs |
| Lamps | PIAA - LED |
| Oil | Elf |
| Protection | JAOS |

**Driver Profile:**

Ikuo Hanawa was born in 1960 in Japan’s Ibaragi Prefecture. In the summer of his senior year of high school, he made his debut in the All-Japan Off-Road Race Championship Series, driving a Formula off-road dune buggy. The next year, he won the championship in the same series’ B-1 Class. From the age of 25, Ikuo began entering 4WD races, winning his very first race and rapidly moving up the chart to become the No. 1 driver in Japan’s off-road racing scene. Ikuo went on to dominate off-road racing in Japan in the 1990s, capturing the championship of the JFWDA Championship Series 10 years in a row.

In 2001, he celebrated his 100th victory in an official race. Ikuo has also been active in the international off-road racing scene. In 1991, he entered his first Baja 1000, one of the top off-road races in the Americas, and became the first Japanese racer to finish the race (in fifth place). In 2002, he captured the championship in his class. In 2010, Ikuo entered the Pikes Peak International Hill Climb, the world’s most famous hill-climbing race, in an all-electric vehicle sponsored by YOKOHAMA. He won the Exhibition Class in a record time for an electric vehicle. Ikuo then repeated his success at Pikes Peak in 2011, smashing his own record to become the first champion in the now official EV Class.