**YOKOHAMA Swings into Action as Title Sponsor of LPGA Tournament in Alabama**

Strong field – including No. 1-ranked Stacy Lewis – set for inaugural “YOKOHAMA Tire LPGA”

FULLERTON, CA. – (15 Sept. 2014) – For years, Yokohama Tire Corporation (YTC) has utilized football, basketball and baseball as the backbone for its burgeoning sports marketing program. This year, YOKOHAMA has added a Ladies Professional Golf Association (LPGA) tournament, becoming the title sponsor of the inaugural Yokohama Tire LPGA Classic.

The event, 18th – 21st September 2014 on the Senator Course at Capitol Hill along the Robert Trent Jones (RTJ) Golf Trail in Prattville, Alabama, will feature many of the top women golfers in the world, including No. 1-ranked Stacy Lewis, Lexi Thompson, Cristie Kerr, Brittany Lincicome and Morgan Pressel.

“This tournament provides an excellent venue for YOKOHAMA to place our brand in front of a new audience,” said Andrew Briggs, YOKOHAMA director, marketing and product planning. “Working with the LPGA and RTJ Golf Trail has helped maximize our visibility, promote our full tyre line-up and ultimately expand our sports marketing portfolio.”

Briggs added that “sports-marketing is a perfect way to build our brand while partnering with our dealers. Our approach has resulted in expanded awareness that ultimately drives consumers to our dealers.”

Besides the LPGA sponsorship, YOKOHAMA´s 2014 sports marketing program includes partnerships with the National Basketball Association’s Los Angeles Clippers; the National Football League’s Indianapolis Colts and Baltimore Ravens; and Major League Baseball’s Los Angeles Angels, New York Yankees and Cincinnati Reds.

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).

YOKOHAMA is a strong supporter of the tyre care and safety guidelines established by the Rubber Manufacturers Association and the National Highway Transportation and Safety Administration.