23rd January 2015

[**YOKOHAMA’s**](http://www.yokohamatire.com/) **Off-Road Racers to Kick-off Season at SCORE San Felipe 250**

***Desert Assassins’ Cameron Steele competing on YOKOHAMA GEOLANDAR* *A/T-S R tyres***

SANTA ANA, CA – The Yokohama Tire Corporation (YTC), YOKOHAMA´s US-based subsidiary, sponsored Desert Assassins off-road racing team heads to Mexico this week for the season-opening SCORE San Felipe 250, on 24th January. Veteran Trophy Truck driver Cameron Steele will pilot the 800-horsepower No. 16 Geiser Brothers Trophy Truck, mounted on off-road, race-engineered YOKOHAMA [GEOLANDAR A/T-S](http://www.yokohamatire.com/tires/detail/geolandar_a_t_s) R tyres.

In his last race, Steele, a two-time SCORE (Southern California Off-Road Enthusiasts), Person of the Year, earned a third-place finish in the iconic SCORE Baja 1000 last November.

Now Steele and the Desert Assassins are setting their sights on tackling the tough terrain of San Felipe.

“We’re confident about San Felipe and the upcoming season,” said Steele. “San Felipe is a demanding course and we’re looking forward to improving upon last year’s success. With the support of YOKOHAMA and the GEOLANDAR tyre, we’ve got high hopes.”

Approximately 150 racers from around the world will compete on the 257.2-mile course, which is part of the five-race SCORE World Desert Championship series.

“We’re excited to get a jump on the year and start the off-road season in January,” said Duane Sampson, YTC motorsports manager. “Desert racing continues to be an important arena for us and we’re looking to capitalize on the strides we’ve made thus far.”

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/).