20th August 2015

**Summer Test Drive event at the Nürburgring**

A group of European YOKOHAMA dealers from across the continent, including Ireland, Denmark, Cyprus, UK, Germany, Turkey and Switzerland 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 presentations and practical exercises, a large focus of the event was on offering intense driving experience under different conditions – wet & dry, handling course, among other tests with a range of YOKOHAMA tyres. This included the Japanese tyre manufacturer’s flagship tyre 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. YOKOHAMA’s new tyre the Geolandar HT GO56 which was launched earlier at the Geneva Motor Show and which is especially designed for 4x4 and Cross over SUV’s offering longer mileage, superior wet and dry performance, as well as low noise was also featured within the driving programme.

Varied 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’s own Test Centre Team from the Nürburgring who were also well 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 world famous “Green Hell”.