3rd September 2015

**YOKOHAMA participates in 10th Vierer-Cup Rowing Regatta**

A group of YOKOHAMA Europe staff took part in the 10th edition of the Vierer-Cup which is organised by the “Steeler Ruder Verein e.V. 1904”, Rowing Club in Essen, Germany.

Representatives of the European Head office of the Japanese Tyre manufacturer, including its President, Mr. Keishi Hashimoto, formed two teams and competed in Saturday’s “Fun Cup”. Although none of the participants have much prior rowing experience, all teams made extra efforts in the weeks leading to the competition to obtain valuable coaching and training by expert members of the rowing club.

Family and friends of the rowers also attended to cheer on and provided much welcome support in what is quite a strenuous race for those uninitiated in the sport.

The “Vierer-Fun-Cup” is open to non-professional rowing teams who get together and compete in the Fun-Cup and it is customary for YOKOHAMA Europe and other companies, clubs, political parties and other associations in the region to gather socially and participate every year. Members of the Steeler Ruder-Verein and other guests supported all rowers and particularly the international teams made up by the YOKOHAMA staff which included Japanese, Russian and German nationals.

The YOKOHAMA teams performed honourably and gave a good account of themselves and the general feeling was one of satisfaction after an arduous though pleasant day.