**Miss YOKOHAMA is elected in Switzerland**

18th September 2015

The popular beauty pageant organised by YOKOHAMA Switzerland, the Japanese Tyre manufacturer’s Swiss Distributor, saw 15 finalists competing for the title of Miss YOKOHAMA 2015/2016 at the Schuetzenhouse in Widlisbach, Wangen, last weekend.

Fifty candidates had earlier competed for a place in the final. The selection process includes interviews and parading in different fashion wear. The jury in charge of the final selection included YOKOHAMA Switzerland CEO Reto Wandfluh, the former reigning Miss YOKOHAMA Jennifer Kleeb, media and trade representatives and other dignitaries.

At the end of an exciting and entertaining evening, the new Miss YOKOHAMA was elected with the beautiful 25 year old Roxane Baumann being crowned and taking over from Jennifer Kleeb.

Roxanne Baumann will now take care of a number of social engagements and representation of YOKOHAMA Switzerland at several events throughout this and next year.

The Miss YOKOHAMA show is a highlight in Switzerland’s beauty contest calendar.

A selection of pictures of the event is available on:

<https://www.facebook.com/#!/yokohama.ch/photos/pcb.1035564243134955/1035563503135029/?type=1&theater>