**YOKOHAMA Switzerland searches for the New Miss YOKOHAMA**

Now firmly established as part of the traditional calendar of events for YOKOHAMA Switzerland, the representative for the Japanese tyre manufacturer in the country, will hold the 11th Miss Yokohama Beauty pageant at the Mausefalle Club in Zurich, on Saturday, 22nd September 2012.

The successor of the reigning Miss YOKOHAMA, Deborah Vanzin will be chosen from young women over the age of 18, who have a real passion for cars, have a driver’s license, live in Switzerland and who are willing and able to be in the centre spot for one year as an ambassador for YOKOHAMA.  
  
In addition to being a brand ambassador, lucrative prices are on offer. YOKOHAMA will provide an attractive Mazda 3 tuned by Franz AG from Zurich during the term of office to enable the Miss YOKOHAMA to be on time for her representative appointments on behalf of YOKOHAMA at various events, including attendance and participation at trade fairs as significant as the Geneva Motor show and numerous other activities. The winner will also receive a photo shoot with star-photographer Thomas Buchenwald among other great prizes.  
  
The candidates will parade and introduce themselves on Saturday, 22nd September at the “Mausefalle” club in the heart of Zurich. The contest consists of 3 rounds with the girls wearing racing overalls, jeans and evening gowns. The expert jury then selects the new Miss YOKOHAMA.  
  
If you are interested in joining this competition please note the following requirements;

Candidates must be over 18, have a driving license, live in Switzerland and be passionate about cars. Those interested may send their application to YOKOHAMA Suisse SA at <http://www.yokohama.ch> or via email to [info@yokohama.ch](mailto:info@yokohama.ch) by 6th September 2012.