18th August 2016

**YOKOHAMA Poland supported “JAPFEST 2016”**

From 29 – 31 July, the largest gathering of Polish fans of Japanese automotive attended the well known “JAPFEST 2016” held in Legnica, Poland. The event usually offers the opportunity to see displays of unique vehicles, games and drifting action and attracts thousands of visitors.

YOKOHAMA Poland took part showcasing its latest products including some of the well known motorsport tyres of the Japanese tyre manufacturer.

The event attracts fans of Japanese technology and design in the automotive industry who are also able to enjoy a wide range of activities, including a demonstration of 400 selected Japanese cars from across Poland and which have been subjected to the most original visual and technical modifications.

This year's edition of “Japfest” took place at the airport in Legnica for the first time, where the runway has a length of 1.7 km which can simultaneously cater for racing on the 1/4 mile area as well as drifting demonstrations.

The programme also included meetings with experts and presentations of the latest technological solutions in the field of tuning, auto parts and the innovations presented by YOKOHAMA as well as a “Miss JAPFEST” competition.

"Japanese Automotive in Poland has many fans who appreciate the technological advancement, modern design and precision of such solutions made in Japan" – stated Arthur Posluszny of ITR-CEE. "As a distributor of YOKOHAMA tyres we have the opportunity to show our high-quality products and technical innovations.”

YOKOHAMA Poland has been supporting “JAPFEST” since 2014 and it is the only event of this type in the country. "During the festival YOKOHAMA presented the latest models of premium tyres including its flagship line of ADVAN sports tyres as well as its range of SUV and 4x4 products within the GEOLANDAR line up.