23rd August 2016

**YOKOHAMA Switzerland to elect new Miss**

As has been customary for a number of years, YOKOHAMA Switzerland will again search for “Miss YOKOHAMA” at a spectacular beauty pageant to take place in September.

The casting for the finalists took place recently and 15 contenders selected for the final. During the castings, the contestants were interviewed and paraded in front of an experienced panel of judges which included representatives of YOKOHAMA Switzerland, its CEO Mr. Reto Wandfluh and also the current Miss YOKOHAMA, Roxane Baumann in addition to media and trade representatives and other dignitaries.

The general public is invited to vote for their favourites by clicking the link below;

<http://www.miss-yokohama.ch/miss-yokohama>

Once crowned, the selected candidate will be engaged in numerous events on behalf of YOKOHAMA which will include attending next year’s Geneva Motor Show as well as other public appearances.