25th June 2018

**Chelsea Skills Zone comes to the Silverstone Classic**

* Unique opportunity for football coaching at the Silverstone Classic
* Coaching to be provided by Chelsea FC courtesy of official tyre partner, Yokohama
* Free coaching for kids aged 5-16 with other football activities for all

Taking part just one week after this year’s World Cup Final, visitors to the Silverstone Classic will have the opportunity to follow in the footsteps of superstars such as Eden Hazard, Gary Cahill and Olivier Giroud and improve their football skills with coaching from Chelsea Football Club.

Located in the Yokohama Chelsea Skills Zone, which will be situated near the giant wheel by the JET Village Green, a series of free coaching sessions will be available for kids aged 5-16 throughout the weekend. During the sessions, Chelsea FC Foundation coaches will put aspiring players through their paces in a series of drills and skills.

“We’re looking forward to an amazing summer of motoring and sporting action,” comments David Seward, managing director Yokohama. “The Yokohama Chelsea Skills Zone, will combine these two fantastic elements and give visitors to the Silverstone Classic a unique opportunity to brush up on their skills with some of the best football coaches in the country.”

In addition to the kids’ coaching sessions, visitors of all ages will be able to take part in a number of skills competitions to be in with the chance of winning a host of Yokohama and Chelsea FC merchandise.

Commenting on the news, Event Director, Nick Wigley said: “Each year we aim to put on a full line-up of off-track fun and entertainment for all the family. This year, we’re delighted that Yokohama is wholeheartedly embracing our mantra of flat out family fun with this exciting new addition to the programme in this, a fabulous summer of World Cup football.”

Yokohama, the official tyre partner of the Silverstone Classic, has been the shirt partner of Chelsea FC since the 2015-16 season. During that time the Club has won both the Premier League and the FA Cup giving the tyre manufacturer recognition around the world.

**Notes**  
Yokohama HPT Ltd is the UK distributor of passenger car, 4x4 and motorsport tyres from Japanese manufacturer Yokohama, the oldest Japanese and world’s eighth largest tyre manufacturer who celebrated its centenary in 2017.

Many vehicle manufacturers around the world select Yokohama tyres as original equipment on their cars including all major Japanese and a growing number of premium European makers including Audi, BMW, Mercedes-Benz and Porsche.

The company’s products have developed an enviable reputation with performance enthusiasts which reflect its motorsport pedigree. Indeed, Yokohama’s tyres are used by competitors in 28 motorsport series in the UK in 2018 across rally, rallycross, oval and circuit racing including the new TCR UK series.

Alongside its high-profile motorsport activities, Yokohama is the official shirt partner of Chelsea FC and the official tyre partner of the Silverstone Classic giving the brand further extensive global exposure.

The Silverstone Classic is firmly established as the world’s biggest classic motor racing festival. The epic event attracts more than 1,000 race entries and draws crowds of more than 100,000. The spectacular classic car celebration is staged at the famous Silverstone circuit in Northamptonshire, birthplace of the FIA Formula One World Championship and home to the Formula 1 British Grand Prix. The three-day festival features the very best of classic and historic motor racing covering more than eight decades of motor sport, as well as live music from iconic rock bands and a wealth of family entertainment. This includes a free funfair, Shopping Village, a host of interactive activities, a two-day classic car auction, air displays plus huge showcases of classic cars often celebrating important milestones in automotive history. In 2017, over 120 car clubs displayed more than 10,000 classic cars.

**Useful Links**  
Yokohama – [www.yokohama.co.uk](http://www.yokohama.co.uk)  
Facebook – [www.facebook.com/YokohamaUK](http://www.facebook.com/YokohamaUK)  
Silverstone Classic – [www.silverstoneclassic.com](http://www.silverstoneclassic.com)

**Pictures**  
For high resolution copies of these images, please contact the press contacts listed below or call 01926 832395

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| C:\Users\Danny\Desktop\CFC coaching TN.jpg | The Yokohama Chelsea Skills Zone will debut at this year’s Silverstone Classic |
| C:\Users\Danny\Desktop\Yokohama-04 TN.jpg | Yokohama is the official tyre partner of the Silverstone Classic |

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