12th April 2013

**TOP GEAR FESTIVAL AUSTRALIA SUCCESS**

The Top Gear Festival in Australia, part of the Live Tour 2013 that has already visited UK, Finland, Russia and South Africa and which enjoys the partnership of YOKOHAMA as tyre supplier took place recently in Sydney with an impressive show and attracting crowds of over 40,000.

YOKOHAMA Australia had been gearing up to welcome the cult BBC programme’s heroes in the Festival which included Jeremy Clarkson, James May and The Stig. The two-day action packed event included the possibility of seeing hundreds of special cars, challenges and stunts. Celebrity names in the motorsports world such as F1 driver Mark Webber and motorbike racer and two times Moto GP world champion Casey Stoner also joined and delighted fans with some exciting racing and high speed demonstrations.

Meanwhile YOKOHAMA Australia took the opportunity to launch the BluEarth AE01 range of orange oil tyres and had a very significant presence throughout the event. This included very visible branding throughout and a special fun section called YOKOHAMA Jumps and Stunt show which proved extremely popular.

YOKOHAMA became the official global tyre supplier to Top Gear Live in October last year and has already provided tyres for events in the UK, Finland and Russia. Over 50,000 visitors attended the UK event held at Birmingham NEC, while visitors at the Messukeskus, Helsinki witnessed the biggest motoring theatre show ever to be staged in Finland. The Russian event attracted 75,000

Several of YOKOHAMA’s ranges, including the C.drive2, the ADVAN Neova AD08, YOKOHAMA’s highest performance road tyre, the ADVAN Sport and the Parada Spec 2 have been fitted to a number of vehicles involved in the different events.

More information on the Sydney event is now available on:

<http://www.yokohama.com.au/News-and-Blog/2013/April/Yokohama-BluEarth-AE01-Launch.aspx>

<http://www.topgearfestivalsydney.com.au/>