27th June2013

**YOKOHAMA Test Drive at Nürburgring**

European Distributors and Dealers of the Japanese Tyre manufacturer YOKOHAMA enjoyed a thorough testing experience of its latest products including its Flagship tyre, the ADVAN Sport V105, and the sport street tyre ADVAN NEOVA AD08R at the historical Nürburgring in Germany earlier this week.

Around 60 participants from all over Europe including UK, Germany, Austria, Norway, Denmark, Croatia, Turkey, Russia, Kazakhstan and Cyprus joined in what was described by one of the Danish participants as a unique opportunity to ‘feel’ the superb performance of the new YOKOHAMA tyres in one of the most demanding race tracks in the world.

The practical sessions and technical training programme at the event was coordinated by YOKOHAMA’s Technical team at the company’s own Nürburgring testing facilities and staff from YOKOHAMA Europe. The instructors of the Nürburgring Driving Academy were also on hand providing their expertise and experience on the track. The transfer of product knowledge and technical awareness of the new YOKOHAMA products to its network of specialised dealers was well accomplished judging by the feedback received during and after the event expressed a delighted Maren Koschel of YOKOHAMA Europe.

Participants tested the YOKOHAMA tyres in several specially designed areas, which included a wet circle of the Driving Safety Centre to test grip as well as cornering and handling courses at the Grand Prix track, among other tests.

The programme ended with a farewell dinner and presentation of certificates which brought all participants and YOKOHAMA representatives and organisers together.