**YOKOHAMA Italia focuses on Staff Technical Training**

15th September 2015

YOKOHAMA Italy recently organised an event at the “South Garda Karting” track, with the focus on providing technical training for its sales team.

The company is very keen to promote technical knowledge among its sales staff with a view to engaging them to fully understand and experience the features of the products they offer dealers.

The event programme was based on a varied exchange between class sessions and practical tests on the track. The test cars were equipped with winter and summer tyres.

The tests conducted included braking on wet and dry surfaces, handling with correct pressure tyres and under-inflated tyres on different surfaces and handling with standard tyres and with low profile tyres. The range of YOKOHAMA tyres included the flagship tyre and offers both sport and high performance: ADVAN Sport V105, the eco models BluEarth AE-50 and BluEarth AE-01 and the winter tyre W.drive V905, tested on low grip surfaces to simulate the typical autumn road conditions and environment.

The new focus from YOKOHAMA Italia aims to offer a similar experience to its dealers. “Our intention is to let our dealers test the products more and more, because it’s the best way to fully comprehend the top performances and features of our tyres when compared to competitor tyres” says Roberto Pizzamiglio, PCR (passenger car) Sales Director of YOKOHAMA Italy. “We are thinking about new tests and events and hope to arrange these experiences and training over the next few months and will involve professional dealers”.