**PRESS RELEASE**

2nd June 2017

**Premier League trophy to appear at Automechanika with Yokohama**

* Premier League trophy to be on display on Yokohama stand at Automechanika
* Chelsea FC’s first trophy win since Yokohama became official shirt partner in 2015
* The trophy will be on display on Tuesday 6th and Wednesday 7th June only

Following Chelsea FC’s magnificent victory in the 2016/17 Premier League, visitors to this year’s Automechanika Birmingham will have the opportunity to have their photo taken alongside the official Premier League trophy which will be appearing courtesy of Yokohama, the club’s official shirt partner.

Chelsea lifted the Premier League trophy at Stamford Bridge after their recent 5-1 victory over Sunderland, making them the first club to take 30 top-flight victories in a 38-game season, as well as securing the club’s fifth Premier League title.

As the trophy will be on display so soon after Chelsea’s victory, its presence is expected to attract scores of football fans to the Yokohama stand (20D80) who will be looking to admire the silverware and enjoy a memorable photo opportunity.

With an overwhelming demand from other Chelsea functions, the trophy will only be on display during the first two days of the show, so fans are encouraged to visit the Yokohama stand early to avoid any disappointment.

“It’s been an incredible season for Chelsea FC and it’s a true honour for us to host the Premier League trophy on our stand at Automechanika this year,” comments David Seward, managing director, Yokohama HPT Ltd. “We look forward to welcoming show visitors and football fans where we will of course be showcasing our latest range of products as well.”

To find out more about Yokohama tyres please visit [www.yokohama.co.uk](http://www.yokohama.co.uk).

**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 is celebrating its centenary in 2017.

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

The company’s products have developed an enviable reputation with performance enthusiasts which reflect its motorsport pedigree. Indeed, in addition to its use in the FIA World Touring Car series, Yokohama tyres are used by competitors in more than 26 motorsport championships in the UK in 2017.

Alongside its high-profile motorsport activities, Yokohama is the official shirt partner of Chelsea FC, until 2020, giving the brand further extensive global exposure.

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

**Pictures**
For high resolution copies of these images, please contact danny@redmarlin.co.uk or call 01926 832395

|  |  |
| --- | --- |
|  | Chelsea claim the Premier League trophy as champions of the 2016/2017 season. |

PR Contact
Danny Rughoobeer
Red Marlin
danny@redmarlin.co.uk
T 01926 832395
M 07739 878365

Lucy Burman
Red Marlin
lucy@redmarlin.co.uk
T 01926 832395

Ref: 3060/010617