29th April 2020



**VIP Chelsea FC Access with Yokohama**

Yokohama Tyres as Official Club partner, teamed up with Chelsea FC to create the ultimate interactive VIP experience, allowing fans to tour the Blues’ training ground and iconic Stamford Bridge with the stars of the team themselves. Yokohama’s ‘Drive For More’ campaign even offered supporters the chance to learn some insights from Frank Lampard as they were able to access all areas of Chelsea FC.

What went into making this possible? A miniature camera attached to a helmet worn by one of the camera crew was needed to capture the footage. The light-weight camera ensured users were able to interact with players in dynamic ways they would never have imagined possible, such as working out with Christian Pulisic, playing table tennis with Tammy Abraham and taking a free-kick with Willian!

The journey did not stop there though, as the technology allowed Blues fans to walk out at Stamford Bridge, whilst bumping into a few more familiar faces along the way. In an unprecedented venture, Chelsea FC and Yokohama offered supporters from all around the world an experience like no other.

This was filmed in February prior to the recent pause in the football season.

To enjoy the experience, please click on this link:

<https://www.yokohama-online.com/Football/Interactive-Video>