

Yokohama Tire Corporation Adds Two More NFL Teams to its Sports Marketing Roster

Denver Broncos and Baltimore Ravens are the latest additions to Yokohamas sponsorship program, joining the Dallas Cowboys

FULLERTON, CA (Aug. 16, 2010) Yokohama Tire Corporation, which recently signed a sponsorship program with the Dallas Cowboys, added two more National Football League teams to its roster: the Denver Broncos and Baltimore Ravens.

As with the Cowboys program, the sponsorship of the Broncos and Ravens is designed to generate store foot traffic and sales for Yokohama dealers. The one-year promotional agreements include Yokohama-branded signage at the teams stadiums; pre-game, post-game and in-game spots on their flagship radio stations; in-stadium displays and in-game announcements on the public address system and on LED boards; as well as hospitality opportunities at select games.

”Pro football is the number one sport in America,” said Dan King, Yokohama vice president, sales and marketing, “and we’ve had tremendous success partnering with NFL teams the last few seasons. We think our line-up this season, with the Cowboys, Broncos and Ravens is our best ever and will significantly elevate brand awareness for our line-up of tires, including the new AVID ENVigor, as well as our eco-friendly, orange-oil infused dB Super E-spec.”

Along with the three NFL teams, Yokohama’s 2010 sponsorship programs include Major League Baseball (Los Angeles Angels) and National Basketball Association (Boston Celtics and San Antonio Spurs).

Celebrating its 40th anniversary in the United States, Yokohama Tire Corporation is the North American manufacturing and marketing arm of Tokyo, Japan-based The Yokohama Rubber Co., Ltd., a global manufacturing and sales company of premium tires since 1917. Servicing a network of more than 4,500 points of sale in the U.S., Yokohama Tire Corporation is a leader in technology and innovation. The company’s complete product line includes the dB Super E-spec - the worlds first tire to use orange oil to reduce petroleum as well as tires for high-performance, light truck, passenger car, commercial truck and bus, and off-the-road mining and construction applications. For more information on Yokohama’s extensive product line, visit www.yokohamatire.com.

Yokohama is a strong supporter of the tire care and safety guidelines established by the Rubber Manufacturers Association and the National Highway Transportation and Safety Administration. Details can be found at the Tire Safety section at www.yokohamatire.com.