

World Racing League

Contact: Joey Todd

jtodd@worldracingleague.org



For immediate release

Yokohama Tire partners with World Racing League

ADVAN Neova AD08R compound perfect for endurance racing

(Texas World Speedway) March 4, 2015 - World Racing League (WRL) is pleased to introduce its newest sponsor, Yokohama Tire Corporation. Yokohama is a recognized leader in the motorsports world and manufactures several quality tires that are legal for WRL, including the ADVAN Neova AD08R. The AD08R represents the next generation of legendary performance from Yokohama, infused with a race-inspired compound for improved wet and dry grip and faster lap times than the previous generation Neova AD08.

“This represents a big step forward for World Racing League and it’s teams.” said WRL President Joey Todd. “Yokohama brings the reputation for performance, technology and quality that our drivers will identify with and appreciate, and the brand recognition reinforces WRL’s commitment to being a leader in amateur motorsports. We’re very happy to have Yokohama on board”

Yokohama will support World Racing League teams with a contingency program open to all 4 competition classes, highlighting the commitment and dedication inherent to endurance road racing.

About Yokohama

Yokohama Tire Corporation is the North American sales and marketing arm of Tokyo, Japan-based The Yokohama Rubber Co., Ltd., a global manufacturing and sales company of premium tires since 1917. Servicing an extensive sales network throughout the U.S., Yokohama Tire Corporation is a leader in technology and innovation. The company’s complete product line includes 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 broad product line, visit www.yokohamatire.com.

About World Racing League

[World Racing League](http://WorldRacingLeague.com) (WRL) is a nation-wide, class-based endurance racing series catering to enthusiasts who appreciate the skill, competition and comradery that made road racing great. Each weekend is filled with great people doing something they all share a passion for – low hassle, high adrenaline racing! WRL is focused on safe, competitive events where experienced drivers in race-prepped production cars experience all of the challenges and strategy of pro-level endurance racing, but on real-world budgets. Come see why our racers and fans have dubbed World Racing League “America’s Best Amateur Endurance Series”!

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