8th May 2012

**YOKOHAMA DENMARK SUPPORTS WORTHY CAUSE**

The International Racing Festival in Copenhagen held recently, saw intensive participation by YOKOHAMA Denmark who serviced many of the participating cars as exclusive tyre partner.

The event which is traditionally hosted by HRH Prince Joachim of Denmark is a fundraising event which collects money for the Danish Red Cross. The concept is that visitors can donate money to ride with a top driver in an exciting car. There are different price categories from small group N race cars up to super cars such as Aston Martin, Mercedes, Ferrari, Lamborghini, Bugatti.

The net profit from the event, this year reached dkr. 2,152,000 (around Euro 289,000) which was handed over to the Danish Red Cross at a presentation ceremony which officially closed the succesful event.

Around 40,000 spectators visited the festival, which took place in the centre of Copenhagen next to the old Carlsberg plant.

YOKOHAMA Denmark also took the opportunity to demonstrate the Advan Neova on some of the spectacular cars including that of former F-1 driver Nicolas Keisa’s Lamborghini with nearly 1000 HP. YOKOHAMA branding was also very evident throughout the event, including 500 metres of YOKOHAMA banners which were well displayed along the 2.2km temporary urban circuit.



**Notes to Editors**

**YOKOHAMA is one of the leading Tyre manufacturers in the world and is Official Tyre supplier for;**  
FIA World Touring Car Championship (WTCC) – since 2006  
European Touring Car Cup (ETCC) – since 2005  
Intercontinental Rally Challenge  (IRC) – since 2007  
Scandinavian Touring Car Championship (STCC) – since 2010  
Russian Touring Car Championship (RTCC) – since 2006  
Chinese Touring Car Championship (CTCC) – since 2010  
Irish Touring Car Championship (ITCC) – new for 2012  
International Formula 3 Grand Prix Macau – since 1983   
ATS German Formula 3 – until 2005 and since 2007   
FIA F2 Championship – new for 2012  
Japanese Formula 3 – since 2011

ADAC GT Masters new for 2012