



Press release

12 January 2012

For immediate release

## **Yokohama to become the control tyre for the ITCC for 2012**

**Yokohama is proud to announce that as of 2012, it will be the new control tyre for one of the most exciting motorsports in Ireland – the Irish Touring Car Championship or ITCC.**

Offering a diverse range of cars, circuits and drivers, the ITCC encapsulates the most exciting aspects of Touring Car racing, putting it firmly in the fold with other Touring Car Championships across the globe. With races running at 30+ cars on the grid up to four times per race day, the ITCC has become one of the most watched and most exciting forms of motorsport Ireland has seen in recent years. Attracting both new drivers and experienced racers, the ITCC always delivers excitement and thrills and promises a lot more as the series progresses into 2012.

Yokohama is currently used as the control tyre for the WTCC, Russian, Chinese and Scandinavian Touring Car Championships. With the ITCC entering the fold it's only logical that Yokohama become part of the Irish series, bringing with it the global motorsport recognition which Yokohama is proud to be behind.

Yokohama is the perfect choice for the ITCC, due in no small part to the exciting nature of the cars racing. The ITCC caters to a diverse range of cars from BMWs to Sierra Cosworths, so the supplier of the control tyre has to be a company that can cater to cars of all specifications. With Yokohama's range of competition tyres available, every car and driver is able to race safe in the knowledge that they are benefitting from years of race tyre development.

Further support comes from appointed Yokohama dealers in Ireland including Murray Motorsport, based in Southern Ireland. Eoin Murray, the man behind Murray Motorsport is incredibly excited to have Yokohama on board with the ITCC.

As an experienced BTCC driver, Eoin knows the importance of a quality control tyre being utilised within a race series. Talking about the 2012 ITCC, Eoin said: *"We are delighted to be involved with the ITCC and I'm confident our partnership together with Yokohama will prove successful for the series. With the use of a controlled Yokohama tyre we can expect to see close and exciting racing during the coming season"*.

More information on the ITCC can be found at [www.itcc.ie](http://www.itcc.ie)

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**E&OE**

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## **About Yokohama HPT Ltd**

Yokohama HPT Ltd is the UK distributor of passenger car, 4x4 and motorsport tyres from Japanese manufacturer Yokohama, along with replacement alloy wheels from TSW, Advanti, MAK and several marque-specific ranges for BMW, Mercedes, Porsche, Land Rover and Jaguar cars.

Supplying to the retail trade, Yokohama HPT Ltd has built its products into market-leading brands, enjoying particular success in the high performance car sector and is always keen to further develop its network of dealers for even greater market coverage.

Operating from purpose-built premises, Yokohama HPT Ltd is able to offer guaranteed next-day delivery and a team of enthusiastic and highly-trained sales staff, who provide an efficient sales and technical service. Yokohama HPT Ltd believes its operation is unique, offering customers a one-stop shop for performance tyres and alloy wheels.

## **For more information:**

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