



ATP TOUR & YOKOHAMA Tyre

YOKOHAMA Enters Second Year as ATP Tour's First-Ever Official Tyre Partner

ATP and YOKOHAMA are proud to enter the second year of their multi-year global partnership, which began in 2024. The premium Japanese tyre manufacturer is the ATP Tour's first-ever Official Tyre partner. Renowned for its bold commitment to performance, YOKOHAMA will leverage the Tour's year-round platform to bolster its global presence and premium positioning. The brand will activate a portfolio of ATP Tour events, unlocking exclusive experiences for fans at the Rolex Monte-Carlo Masters, Internazionali BNL d'Italia, HSBC Championships (London Queen's Club), Bitpanda Hamburg Open and the prestigious Nitto ATP Finals in Turin. Key benefits include on-court and on-site brand visibility, and world-class corporate hospitality. As Gold Partner, YOKOHAMA also receives year-round integration on ATP Tour's social and digital channels, showcasing its performance-driven technologies and innovations. "We're incredibly proud to have YOKOHAMA as our first Official Tyre partner," said Daniele Sanò, ATP Chief Business Officer. "Our brands share so many values, including a commitment to high performance and innovation. As a Tour we're always on the road – a truly authentic platform to tell YOKOHAMA's brand story." Giovanni Ponzoni, CEO YOKOHAMA Europe, said: "We are really delighted to partner with the ATP Tour, a truly global premium platform that shares our commitment to excellence and innovation. This sponsorship provides the perfect stage to expose YOKOHAMA brand and gives us the opportunity to engage our business partners with unique and exclusive experiences". He added: "Our range of tyres are well-known for incredible performance on different

surfaces – much like the players on the ATP Tour. We are extremely proud of becoming the ATP's Official Tyre Partner, and we aim to leverage this partnership to sustain our brand awareness and continue to expand our footprint across Europe."

About YOKOHAMA

Established in Japan in 1917, the YOKOHAMA Rubber Company Limited possesses extensive expertise across various industries, encompassing tyres, hose & couplings, conveyor belts, marine products, aircraft fixtures and other industrial products. The company offers a comprehensive product range, including high performance, light truck, passenger car, commercial truck and bus, as well as agricultural machinery, industrial machinery tyres. YOKOHAMA's consumer tyre business aims to maximize the sales of high-value-added YOKOHAMA tyres, such as the globally renowned ADVAN brand and the GEOLANDAR line tailored for SUVs and pick-up trucks. The company considers engagement in motorsports activities pivotal to its endeavours in developing innovative tyre technologies aimed at fortifying the ADVAN and GEOLANDAR brands. In the new medium-term plan, the company will continue to promote its "regional product strategies" focused on strengthening the development, offering and sales of tyres that respond to specific trends in each market.

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