

YOKOHAMA Tyre: driving performance at the Nitto ATP Finals

As the ATP Tour season reaches its climax at the Nitto ATP Finals in Turin, YOKOHAMA celebrates the third year of its partnership as the Tour's first-ever Official Tyre Partner, while also marking its third consecutive year as an Official Partner of the Nitto ATP Finals.

The season-ending event provides the perfect stage to showcase a collaboration that has grown steadily since its launch, becoming a key pillar of YOKOHAMA's European brand strategy. Through tennis, YOKOHAMA continues to strengthen its premium positioning by engaging customers, partners and fans through values shared by both the sport and the brand: performance, precision, control and continuous improvement.

Now in its third season, the partnership has evolved into a comprehensive activation platform spanning some of the ATP Tour's most prestigious tournaments, including the Rolex Monte-Carlo Masters, Mutua Madrid Open, Internazionali BNL d'Italia, Bitpanda Hamburg Open and culminating at the Nitto ATP Finals. Across these events, YOKOHAMA delivers an integrated activation programme combining premium hospitality, customer engagement, brand visibility and exclusive experiences designed to strengthen relationships with key stakeholders while bringing the brand closer to tennis fans.

Beyond the tournaments, YOKOHAMA continues to expand the partnership through digital initiatives, serving as the Official Partner of the ATP Tour's *Hot Shot of the Month*. This fan engagement platform extends the collaboration throughout the season, connecting the brand with tennis enthusiasts worldwide and reinforcing its presence across ATP Tour communication channels.

For YOKOHAMA, the partnership with the ATP Tour represents far more than a sponsorship. It is a strategic platform that reflects the Company's core values and its long-term commitment to innovation, premium quality and performance. The precision, consistency and resilience required to compete at the highest level of professional tennis naturally mirror the characteristics that define YOKOHAMA tyres and the brand's philosophy.

Gregorio Borgo, President of Yokohama Europe and Managing Officer of Yokohama Rubber Co., Ltd., commented: *"Our partnership with the ATP Tour continues to be a powerful and strategic platform for YOKOHAMA. As we enter the third year of this collaboration, we are focused on building even stronger connections with our customers, partners and tennis fans through meaningful experiences and authentic storytelling. The ATP Tour - and especially the Nitto ATP Finals, where the season reaches its highest level of competition - offers a truly global and premium stage, perfectly aligned with our ambition to grow and express the performance, innovation and quality that define YOKOHAMA."*

About YOKOHAMA
Founded in 1917 in Japan, the YOKOHAMA Rubber Company has developed extensive expertise across multiple industrial sectors, including tyres, hoses and couplings, conveyor belts, marine products and aircraft components.
The Company offers a comprehensive tyre portfolio spanning passenger cars, high-performance, light trucks, commercial trucks and buses, as well as agricultural and industrial machinery.
YOKOHAMA's consumer tyre business is focused on driving growth through high value-added products, led by its flagship brands ADVAN, synonymous with high performance, and GEOLANDAR, designed for SUVs and pick-up trucks. Motorsports play a key role in this strategy, serving as a platform to develop and transfer advanced technologies into commercial products.
Under its current medium-term plan, YOKOHAMA continues to strengthen its "regional product strategies", delivering tailored solutions that respond to the specific needs and trends of each market.