



## NEWS

### **Yokohama Tire Corporation to be Title Sponsor of LPGA Tournament in Alabama**

*The inaugural 'Yokohama Tire LPGA Classic' is set for September 18-21  
in Prattville, Alabama along the Robert Trent Jones Golf Trail*

FOR IMMEDIATE RELEASE

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FULLERTON, CA. – (Feb. 4, 2014) – Yokohama Tire Corporation (YTC) announced today it has signed a multi-year agreement with the Robert Trent Jones (RTJ) Golf Trail to be title sponsor of the Ladies Professional Golf Association (LPGA) tournament in Prattville, Alabama, about 10 miles from the state capital of Montgomery.

The 2014 tournament – the Yokohama Tire LPGA Classic – will be conducted September 18-21 on the Senator Course at Capitol Hill along the RTJ Golf Trail, which consists of 26 courses on 11 sites stretched across Alabama.

“From Lorena Ochoa winning here twice to Lexi Thompson becoming the youngest winner in the LPGA at that time, golf history has been made in Prattville. We are delighted Yokohama is bringing this great tradition back and will make it better than ever,” said John Cannon, president of the RTJ Golf Trail.

“This is an opportunity for Yokohama to get our brand in front of a new audience,” said Andrew Briggs, YTC director, marketing and product planning. “The LPGA and RTJ Golf Trail are world-class organizations. We’ll work directly with them to

maximize our agreement, incorporating dealer and consumer activities throughout the year to further promote our full line of tires.”

Briggs said the LPGA sponsorship fits into Yokohama’s expanding sports marketing program, which includes partnerships with the National Basketball Association’s Los Angeles Clippers; the National Football League’s Indianapolis Colts and Baltimore Ravens; and Major League Baseball’s Los Angeles Angels and New York Yankees.

“We are honored and excited to welcome Yokohama to the LPGA family,” said LPGA Commissioner Mike Whan. “The River Region and RTJ Trail are fantastic hosts, and now together with Yokohama, we’re excited to bring the world’s best female golfers back to Prattville.”

Added Cannon: “With Yokohama as the new title sponsor, this tournament will be an even larger international event. Yokohama brings its global presence to showcase some of the premier women golfers from around the world. All eyes of the international golf community will be on America’s original golf trail.”

### **About Robert Trent Jones Golf Trail**

Funded by the Retirement Systems of Alabama, the Robert Trent Jones Golf Trail was built to help expand tourism, recruit industry and attract retirees, thus strengthening the state’s economy while adding to the quality of life for all Alabamians. The RTJ Golf Trail opened in 1992 and celebrated its 10 millionth round on Oct. 23, 2013. From Mobile Bay to the Tennessee River, the RTJ Golf Trail has 26 courses on 11 sites across Alabama. In 2012, the economic impact of both the LPGA events in Mobile and Prattville exceeded \$30 million.

### **About LPGA (Ladies Professional Golf Association)**

The LPGA is the world’s leading professional golf organization for women. Founded in 1950, the association celebrates a diverse and storied membership with more than 1,700 members representing 29 different countries. With a vision to inspire, empower, educate and entertain by showcasing the very best of women’s golf, LPGA Tour Professionals compete across the globe, while dedicated LPGA Teaching and Club Professionals (T&CP) directly impact the game through teaching, coaching and management. The Symetra Tour consistently produces a pipeline of talent ready for the world stage. The LPGA is headquartered in Daytona Beach, Florida. Follow the LPGA on its television home, Golf Channel, and on the web via: [www.LPGA.com](http://www.LPGA.com), [www.twitter.com/lpga](http://www.twitter.com/lpga), and [www.youtube.com/lpgavideo](http://www.youtube.com/lpgavideo).

### **About Yokohama Tire Corporation**

Yokohama Tire Corporation is the North American manufacturing and marketing arm of Tokyo, Japan-based The Yokohama Rubber Co., Ltd., a global manufacturing and sales company of premium tires since 1917. Servicing a network of more than 4,500 points of sale in 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 extensive product line, visit [www.yokohamatire.com](http://www.yokohamatire.com).

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Yokohama is a strong supporter of the tire care and safety guidelines established by the Rubber Manufacturers Association and the National Highway Transportation and Safety Administration. Details can be found at the "Tire Care & Safety" section at [www.yokohamatire.com](http://www.yokohamatire.com).