



Porsche and Yokohama expand relationship into Carrera Cup North America

30/10/2023 Premier one-make championship to race on Yokohama ADVAN tires in 2024

- Porsche Motorsport North America and Yokohama agree to multiyear partnership for premier one-make series.
- Porsche Carrera Cup North America to race on ADVAN racing tires exclusively beginning in 2024.
- Relationship between two motorsport leaders expands to include both Sprint Challenge and Carrera Cup in North America championships.
- Partnership between brands extends back more than a decade.

Porsche Motorsport North America and Yokohama Tire Corporation have announced a multiyear partnership extension and expansion beginning in 2024. With the start of the new season of the premier one-make series in March, all classes of the Porsche Carrera Cup North America will compete

on ADVAN racing tires. The premier one-make championship joins fellow Porsche Motorsport Pyramid North America programs, Porsche Sprint Challenge North America and Porsche Sprint Challenge USA West exclusively utilizing the Yokohama tire in single-brand competition.

Carson, California. Porsche Motorsport North America (PMNA) and Yokohama Tire Corporation have entered into a multi-year agreement which will expand the footprint of the tire company on the Porsche Motorsport Pyramid North America. With the start of the 2024 Porsche Carrera Cup North America in March at Sebring International Raceway, the Yokohama ADVAN tire will be the sole supplier of race tires to the continent's premier one-make race series. The agreement gives Yokohama exclusive rights to market and sell competition tires on-site at all Porsche one-make championships in North America. Yokohama will provide the ADVAN® A005 racing slick and ADVAN® A006 tire for wet conditions on all Porsche 911 GT3 Cup race cars in the Pro, Pro-Am and Am classes of Carrera Cup North America.

The partnership will allow competitors to race on the same Yokohama tire compound and construction across much of the Porsche Motorsport Pyramid North America. The Yokohama ADVAN tire will be the sole tire for all classes of the Porsche Sprint Challenge North America, Porsche Sprint Challenge USA West and Porsche Carrera Cup North America. This will ease the transition for drivers and teams as well as offer a cohesive branding and marketing program.

Porsche and Yokohama share a history of more than 15 years of sports car racing. Since its inception in 2021, Porsche Sprint Challenge North America – the steppingstone one-make series to Carrera Cup North America – has raced on Yokohama tires. Prior to the creation of Porsche Carrera Cup North America, the Porsche GT3 Cup Challenge USA raced as the top category on Yokohama tires from 2009 to 2020.

Volker Holzmeyer, president and CEO, Porsche Motorsport North America.

"Yokohama and Porsche have a long and successful history in North America. We are excited to reestablish this relationship at the highest level of one-make racing as Yokohama becomes the race tire supplier of the Porsche Carrera Cup North America. This partnership means more than providing the best competition tires for the Porsche 911 GT3 Cup race car, it involves a focused marketing and branding program that will benefit our competitors, our teams, partners as well as Porsche and Yokohama. We look toward 2024 with great expectations and anticipate another standard setting season of Porsche Carrera Cup racing in the United States and Canada."

Andrew Briggs, VP of marketing & product management, Yokohama.

"It's truly an honor to see our long-term relationship with PMNA take an even bigger step with this new, dynamic partnership. We can't wait to join forces with PMNA in Porsche Carrera Cup North America next season. It's a highly competitive, exciting series that aligns with our overall motorsports program and offers more opportunities to showcase our ADVAN® racing tires in some of the most awesome racing in North America."

Further information, film and photo material in the Porsche Newsroom: newsroom.porsche.com

The Twitter channel @PorscheRaces and Instagram @porsche.motorsport as well as @porsche.penske.motorsport provide live updates from Porsche Penske Motorsport with the latest information from racetracks around the world.

Further information, photo and video material are available on Porsche Newsroom: newsroom.porsche.com

The X (formerly Twitter) channel is @PorscheRacesNA and can be found at @PorscheMotorsportNorthAmerica on Instagram.

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