

Press Release

Top performance at the Africa Eco Race

Hungarian Isuzu team on TOYO TIRES Open Country A/T III without any problems so far

Willich, January 8, 2025 – TOYO TIRES and its Hungarian partner AKH are once again supporting the Africa Eco Race, which is taking place for the 16th time. The endurance rally had already started in Monaco on 28 December 2024, with the finish line not taking place until 12 January 2025 after around 6,000 kilometres – at the legendary Lac Rose in Dakar. Among the 156 participants from 21 nations is the Hungarian team of Isuzu Fábíán and the experts from Maxliner. They send a modified Isuzu D-Max into the race, which is once again equipped with the Open Country A/T III off-road tire from TOYO TIRES. The dimensions are 265/60 R 18, with 80% of the tire designed for off-road use and 20% for on-road use.

Ideal for desert and winter

The Open Country A/T III is completely in its profession in rocky and sandy terrain. The tread design of the tire shoulder, which extends into the sidewall, is of great benefit here. In colder Europe, the Open Country A/T III is also often used as an all-season tire, as it meets the practical and legal requirements for winter operation thanks to the snowflake symbol (3PMSF). Frost, snow and slush are not to be expected on the route of the Africa Eco Race. The challenges are rather contradictory in nature – such as very high temperatures and the Moroccan and Mauritanian dune landscapes. In the middle Atlas Mountains, however, the participants also come across rocky forest landscapes. So far, however, the TOYO TIRES have had no problems making their way. Despite the changing track conditions, the Hungarian team did not report any problems or breakdowns.

Responsible treatment of people and nature

Despite all the variety, it's not just the track that makes this event special. After all, it's not called "Eco Race" for nothing. Event director Jean-Louis Schlesser attaches great importance to a responsible approach to nature. Even the route is laid out in close consultation with local authorities in such a way that no areas worthy of protection are affected. In addition, the rally's entourage uses solar energy on a large scale. Humanitarian and sustainable projects are also supported, such as the Million Tree Project in Nouakchott, Mauritania, the humanitarian Meoni Foundation and the World Association of Children's Friends (AMADE), which was founded in 1963 by Princess Grace of Monaco. In addition, relief supplies will be delivered along the rally route.

About TOYO TIRES

TOYO TIRES is a leading global manufacturer of technologically innovative and high-performance tires.

The company was founded in Japan in 1945 and has since grown to become one of the leading tire manufacturers in the world.

With this decades of experience and a broad product portfolio for passenger cars, trucks and SUVs, TOYO TIRES attaches great importance to sustainability and environmental friendliness. The company invests in technologies to reduce rolling resistance and improve fuel efficiency.

Numerous awards for product design, innovation and performance demonstrate TOYO TIRES' commitment to maintaining the highest quality standards and delivering products that meet the ever-changing demands of the market.

TOYO TIRES