

Press Release

The race for more sustainability

TOYO TIRES fields PROXES in the Nürburgring Endurance Series

Willich, April 23, 2025: Next weekend, the ADAC Ruhrpott-Trophy will start as the second round of this year's Nürburgring Endurance Series (NLS). On April 26, TOYO TIRES will not only focus on performance, but also on testing and developing more sustainable rubber compounds. The experience gained is later incorporated into the development of road tires.

TOYO TIRES has impressively demonstrated how well this path works in recent months. The PROXES Sport 2 was awarded "good" by the ADAC/ÖAMTC and "very good" by the Swiss TCS. As in previous years, the PROXES Comfort scored "good" in the big summer tire test by AUTO BILD. But before the tire received the purchase recommendation, it was tested against sports tires from various competitors in a tough test which the PROXES Comfort passed well.

Environmentally friendly material mix for NLS

The next challenge now awaits TOYO TIRES in the NLS. With specially developed PROXES racing slicks made from 33% sustainable materials, the Japanese manufacturer wants to prove that sustainable rubber compounds and top performance are not mutually exclusive. The innovative tires are used in the high-performance GT3 cars in the top SP-Pro class. TOYO TIRES is also represented in other classes together with partner Ring Racing – the successful cooperation is already entering its sixth season.

In the SP8T class, the tire manufacturer supports four young drivers from Toyota Gazoo Racing (TGR), who have already been supported by TOYO TIRES during training. Here, too, the aim is to gain valuable insights from racing for future tire development.

The promising start to the 2025 season showed just how high the level already is: Takayuki Kinoshita, Michael Tischner and Heiko Tönges, who are driving the TOYOTA Supra with starting number 170, moved up to third position in the SP10-AM class. The TGR duo Yuichi Nakayama and Kazuto Kotaka were also convincing – with second place in the strong SP8T class. After tire development in the GT4 sector was crowned with the championship title in SP10 in 2024, the development focus this season is on GT3 race tires.

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.