

Press Release

TOYO TIRES at the TOKYO AUTO SALON

Successful motorsport vehicles, innovative products and exciting events

Willich, December 19, 2024 – TOYO TIRES is excited to announce its repeated participation in the TOKYO AUTO SALON, one of the world's largest custom car shows. In 2025, the event will take place over three days, from Friday, January 10 to Sunday, January 12, 2025, at Makuhari Messe in Chiba City.

TOYO TIRES Booth Concept

The TOYO TIRES booth will showcase a stunning array of vehicles, including domestic and international motorsport models and Original Custom Cars equipped with TOYO TIRES. The focus will be on the acclaimed "Open Country" SUV series and the global flagship brand, "Proxes."

TOYO TIRES will also be presenting innovative new products that are scheduled for market launch in 2025. A special highlight is a concept tire made from sustainable materials and renewable raw materials – a step towards more environmentally friendly tire development in the future. During the exhibition and at various events, visitors will have the opportunity to experience the unique character and diversity of both product lines up close.

Exciting Stage Program

The stage program has some real highlights in store: Visitors can look forward to talks with TOYO TIRES brand ambassador Michael Whiddett (Mad Mike) and racing driver Masato Kawabata. Both are not only passionate motor sports enthusiasts, but also enthusiastic fans of the "Open Country" and "Proxes" tire series.

Another highlight is a thrilling duel between the world champion of the popular video game "Gran Turismo 7" and a talented university student from the automobile club – an event that guarantees adrenaline and excitement!

For more details about TOKYO AUTO SALON 2025, please visit the official website:

tokyoautosalon.jp

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.

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