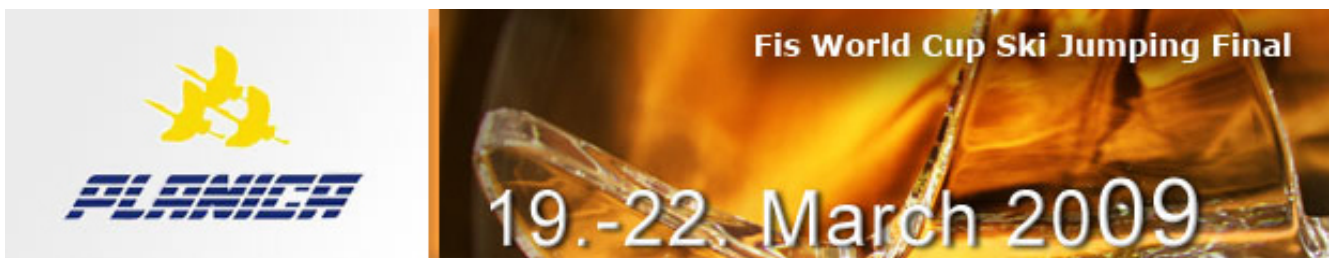


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## TOYO TIRES sponsor FIS World Cup Ski Jump Final



The World Final of the FIS Ski Jumping World Cup will take place in Planica, Slovenia between March 19 and 22 and TOYO TIRES will again be there with Slovenian Distributor, Span.

The World final is the biggest sports event in Slovenia attracting an audience of over 57.000 in 2008. In addition, two million viewers watch the final on TV around the World. Competitors come not just from the traditional Scandinavian countries but from all over Europe and beyond including Russia and Japan.

Sponsoring this high profile event means TOYO TIRES and Span have flags flying on the tribunes whilst in the key landing area which get extended coverage from the TV cameras, giant signs are positioned to give the brand maximum publicity. Most of the major TV channels broadcasting in Europe give airtime to the World final including the BBC, CNN and Eurosport meaning TOYO TIRES are seen by a wide and prestigious audience.

The event itself showcases the skill and bravery of the competitors who literally risk their lives every time they make a jump. Their courage and expert ability fit perfectly with the image of TOYO TIRES making this an ideal event to sponsor. The competitors, like TOYO TIRES, really are 'driven' to perform at the highest level.

[www.planica.info](http://www.planica.info)