

July 1, 2010  
NO. 24

## **Toyo Proxes T1R is OE Upgrade for Limited Edition Mazda2 Yozora**

**RICHMOND, BRITISH COLUMBIA** – Toyo Tire Canada Inc. announces the *Toyo® Proxes® T1R™* as an original equipment upgrade for the all-new 2011 Mazda2 Yozora. The Mazda2 Yozora is a special edition, sub-compact vehicle exclusive to the Canadian market.

Yozora, which means “night sky” in Japanese, is based on the entry-level Mazda2 GX model. “With its captivating design, exceptional value and fun-to-drive attributes, the Mazda2 Yozora will cater to our younger enthusiasts, who value individuality and expression,” said Mike Collinson, director of marketing and product strategy for Mazda Canada. The Mazda2 Yozora comes standard in a black exterior finish with a “2” themed decal package on the front driver’s side bumper and fender. A unique raised spoiler, short stubby antenna, chrome tailpipe and 16” alloy wheels complete its attractive and sporty design.

The Yozora comes standard with the Proxes T1R in size 195/45R16 80V. The Proxes T1R was developed using Toyo’s proprietary T-Mode simulation technology. It features a high-grip, silica tread compound and refined unidirectional tread design that provides excellent wet and dry performance. Rigid shoulder rib-bands provide exceptional cornering capabilities while parallel shoulder slits help reduce irregular wear. The Proxes T1R’s modern design includes V-shaped main grooves, which disperse water for enhanced wet performance.

*Log on now to [toyotires.ca](http://toyotires.ca) to learn more about our full line of Proxes ultra-high performance tires from Toyo Tires. Toyo Tires manufactures and distributes a complete line of replacement tires for high performance cars, luxury vehicles, light trucks and SUVs as well as tires for commercial trucks, buses and off-road and construction applications.*

# # #

Media Contact: James de Chavez  
Tel: 1-800-663-0063 ext. 3304  
Fax: 1-888-297-8696  
[jdechavez@toyocanada.com](mailto:jdechavez@toyocanada.com)