

December 7th 2011

## **TOYO TIRES is "driven to perform" at the Brussels Motor Show.**

The 90th edition of the Brussels Motor Show will open its doors to the general public on 12 January 2012. Once again, Toyo Tires will make its presence felt during this anniversary edition of the Motor Show. On this occasion, the Japanese tyre manufacturer will be exhibiting numerous models at its stand on the Patio, including the new Proxes T1 Sport and the Proxes T1 Sport SUV.

During their visit to the stand, visitors will be able to gain an insight into the main precepts of the Toyo Tires strategy, which includes offering a broad range of products to drivers wanting to achieve the perfect balance between performance, comfort and safety. During the 2012 Brussels Motor Show, Toyo Tires will aim to confirm the company's commitment to meeting the needs of today's drivers: good value for money and a great driving experience.

To the delight of high-end sports cars enthusiasts and those with a passion for exclusive automobiles, Toyo Tire Benelux will have on display an absolutely unique machine, namely the Savage Rivale Roadyacht GTS. Built in the Netherlands, this prototype is a paragon of exceptional taste and exclusiveness. No surprise then that this super sporting four-seater is fitted with Toyo Proxes T1R tyres.

The Toyo tyres of today and the near future have been designed with fuel savings, safety, innovation and robust performance in mind and they further confirm the Japanese tyre manufacturer's enormous potential.

Through its Proxes R1R, Toyo Tires wishes to embody its approach to the Extreme High Performance segment. In this connection, considerable efforts to optimise the tyre's rubber composition and perfect its unique arrow-shaped profile have paid off in cutting-edge performance both on the road and on the racetrack.

Obviously, the rest of Toyo Tires' product range will also share in the limelight during the show. In addition to motorsport tyres, the company also produces smaller, environmentally-friendly tyres as well as tyres for passenger cars, light utilities and heavy-duty 4X4s and SUVs.

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### **Toyo Tires**

*The Toyo Tire & Rubber group is one of the world's leading tyre manufacturers with a market presence in over 100 countries and regions. Company headquarters are located in Osaka, Japan, where the company was founded in 1945. The group's global activities revolve around three core competences: tyres, chemicals and automotive equipment. Toyo Tires has been active in Europe for over 30 years, with the company establishing its European headquarters in 2005. The primary activity of Toyo Tires is the development, production and marketing of high-quality, high-performance tyres. The company offers a very broad range of tyres for diverse applications and numerous types of vehicles such as passenger cars (summer and winter tyres), light utilities, 4X4s and SUVs, heavy goods vehicles, off-road vehicles and motorsport vehicles.*

*In its capacity as a cutting-edge manufacturer of high-performance tyres, Toyo Tires relentlessly carries out extensive research in its field and its technical centre located in Itami, Japan, is one of the most advanced facilities of its kind in the world. The progress made by Toyo in developing new technologies is technically relevant not only for the tyre business, but also for the company's broad product range in general. Since 1990, Toyo Tire Benelux has been responsible for the distribution as well as the sales, PR, communications and marketing activities associated with the most advanced automotive tyres in the world: Toyo Tires.*