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Yokohama Tire Named Title Sponsor of the 2018 Yokohama Sonora Rally



SANTA ANA, CA – (Oct. 31, 2017) – Yokohama Tire Corporation (YTC) announced today a new off-road partnership: title sponsor of the 2018 Yokohama Sonora Rally. The fourth running of the popular “hardcore off-road rally” in the beautiful Sonora desert takes place March 18th-23rd.



“The Sonora Rally is quickly becoming one of the premier and challenging off-road rally events in North America,” said Fardad Niknam, Yokohama Tire director of segment development. “This is truly an exciting event and a perfect fit to highlight our GEOLANDAR® line of off-road tires like the GEOLANDAR M/T G003™ mud-terrain tire.”



The Sonora Rally is modeled after the world-renown Dakar Rally, according to Darren Skilton, Sonora Rally director. "If you've ever wondered what Dakar is like, the Sonora Rally is designed to give you a taste. That's why we're so excited to partner with Yokohama Tire. They have a long history of involvement in off-road events and will bring their passion and expertise to help grow the sport of cross-country rally in North America."

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Skilton said entries are set to open Nov. 1. "To celebrate our partnership with Yokohama, there will be special discounted rate for the first 20 entries," he said. "All of us are very proud to partner with Yokohama and we welcome them to the Sonora Rally family."

For more information, visit www.SonoraRally.com.



Yokohama's off-road alliances include being the title sponsor of the NORRA Mexican 1000 and the official tire of Horsepower Adventures. Yokohama is also the official spec tire of the Porsche GT3 Cup Challenge USA by Yokohama and the Ultra 94 Porsche GT3 Cup Challenge Canada by Yokohama. Yokohama's 2017 sports sponsorship roster also includes Chelsea FC, Major League Baseball's Los Angeles Angels, Nitro Circus Live US Tour, Nitro World Games, Spartan Race Series and the Needham Memorial Day Soccer Tournament Driven by Yokohama.

The fourth edition of the Sonora Rally will take place the week of March 19 -24, 2018. The start of the rally will be hosted by the town of San Luis Rio Colorado, the gateway to the impressive and stunning dunes of the famed Altar desert. Registration and scrutineering will begin Sunday afternoon, March 18th, and will continue on the morning of March 19th for any late arrivals. A short prologue will follow the close of registration, giving the off road fans of San Luis a chance to see their heroes in action.

The Dakar Challenge will also return to the Sonora Rally in 2018, with an entry to the worlds most prestigious rally on offer, to one of our racers. We are all are very proud to continue our collaboration with the Dakar Rally and welcome Yokohama tires to the Sonora Rally family.

Sonora Rally would like to thank their sponsors:



Photos by Jason Adams, Boyd Jaynes & Harry Wagner

About Yokohama Tire Corporation

Yokohama Tire Corporation is the North American manufacturing and marketing arm of Tokyo, Japan-based The Yokohama Rubber Co., Ltd., a global manufacturing and sales company of premium tires that's celebrating its 100th anniversary in 2017. Servicing an extensive sales network throughout the U.S., Yokohama Tire Corporation is a leader in technology and innovation. The company's complete product line includes tires for high-performance, light truck, passenger car, commercial truck and bus, and off-the-road mining and construction applications. For more information on Yokohama's broad product line, visit www.yokohamatire.com.

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Yokohama is a strong supporter of the tire care and safety guidelines established by the U.S. Tire Manufacturers Association and the National Highway Transportation and Safety Administration. Details can be found at the "Tire Care & Safety" section at www.yokohamatire.com.

About the Sonora Rally

The Sonora Rally – now in its fourth year – brings innovative and elements to off-road racing in North America. With the combination of breathtaking terrain, world-class road books and a relaxed bivouac experience that prides itself on introducing competitors to local food in new locations, the Sonora Rally has quickly established itself as the premier cross-country rally in North America. For more information, go to www.SonoraRally.com.

About Race-Dezert.com

Race-Dezert.com was created by off-road enthusiasts, giving off-roaders a place online to share information about the sport and culture of off-road racing. Based in Southern California, Race-Dezert.com highlights the off-road disciplines of desert racing, short course off-road, stadium truck racing, rally raid, rally racing and rock crawling.

Our goal is to connect the world of off-road racing globally, bringing people together through the common denominator of off-road culture. Whether you are a racer, a promoter, a chase team member, a casual fan, or just interested in learning about off-road, Race-Dezert.com is a place where you can learn about the sport and culture of off-road racing. [Like RDC On Facebook](#) | [Follow RDC On Twitter](#) | [Follow RDC On Instagram](#) | [forward to a friend](#)