



NEWS RELEASE

14 NOVEMBER 2025

ATP RENEWS GLOBAL PARTNERSHIP WITH YOKOHAMA TYRES THROUGH 2028

LONDON - The ATP has today announced the renewal of its global partnership with Yokohama Tyres. The premium Japanese tyre manufacturer continues as Official Tyre Partner and Gold Partner of the ATP Tour through 2028.

Under the renewed agreement, Yokohama will further expand its presence in tennis, activating across a broader portfolio of ATP Tour events including the Rolex Monte-Carlo Masters, Internazionali BNL d'Italia (Rome), Mutua Madrid Open, Bitpanda Hamburg Open and the Nitto ATP Finals.

Yokohama also becomes the Presenting Partner of the ATP Hot Shot of the Month, a monthly fan-voted series celebrating memorable hot-shots on the ATP Tour. This new activation builds on Yokohama's year-round presence across the ATP Tour's digital and social platforms, reaching millions of tennis fans worldwide.

Additional benefits include on-court and on-site brand visibility, as well as access to world-class corporate hospitality at key ATP events.



PREMIER PARTNER

Emirates

PLATINUM PARTNERS





NEWS RELEASE

Daniele Sano, ATP Chief Business Officer, said: “Our partnership with Yokohama broke new ground as our first Official Tyre Partner. We’re proud to have made history with a truly global leader in the industry, while staying true to our most important ambition: enhancing the fan experience. We’re delighted to see Yokohama deepen its involvement in tennis and look forward to the next chapter of our partnership.”

Giovanni Angelo Ponzoni, CEO Yokohama Europe, said: “We are extremely proud to extend our partnership with the ATP, one of the most prestigious organizations in world sport. Through this renewed agreement, we aim to sustain Yokohama premium brand awareness on a global scale while creating unique and exclusive experiences for our business partners. The ATP represents an exceptional platform to connect with a global community that shares our passion for precision and high performance. We look forward to continuing this successful journey together.”

###

Media contact: communications@atptour.com

About The ATP

The ATP’s mission is to serve tennis. As governing body of the ATP Tour and Challenger Tour we entertain a billion global fans, showcase the world’s greatest players at prestigious tournaments, and inspire the game’s next generation. From the United Cup in Australia, to Europe, the Americas and Asia, the stars of the game battle for titles and PIF ATP Rankings points at ATP Masters 1000, 500 and 250 events, and Grand Slams. All roads lead to the Nitto ATP Finals, our prestigious season finale held in Turin, Italy. Featuring only the season’s best 8 singles players and doubles teams, the tournament sees the crowning of the year-end ATP World No. 1, presented by PIF, the ultimate achievement in tennis. For more information, please visit www.ATPTour.com.

About Yokohama

Established in Japan in 1917, the Yokohama Rubber Company Limited possesses extensive expertise across various industries, encompassing tires, hose & couplings, conveyor belts, marine products, aircraft fixtures and other industrial products. The company offers a comprehensive product range, including highperformance, light truck, passenger car, commercial truck and bus, as well as agricultural machinery, industrial machinery tires. Yokohama’s consumer tire business aims to maximize the sales of high-valueadded Yokohama tires, such as the globally renowned ADVAN brand and the GEOLANDAR line tailored for SUVs and pickup trucks. The company considers engagement in motorsports activities pivotal to its endeavors in developing innovative tire technologies aimed at fortifying the ADVAN and GEOLANDAR brands. For more information, please visit www.yokohama.eu/.

PREMIER PARTNER

Emirates

PLATINUM PARTNERS



PIF

