



Falken Tyre to fly high in Red Bull Air Race at Ascot

Falken Tyre and Team Falken will be looking for further success in the Red Bull Air Race World Championship when it heads to Ascot, Berkshire, on 13-14 August 2016.

Japanese tyre manufacturer Falken was the Official Partner of the Red Bull Air Race Chiba earlier this year and also sponsors Japanese competitor Yoshihide Muroya. The 43-year-old Team Falken pilot claimed his maiden victory last month at the Chiba event in the second year of Falken's successful partnership.

More than 300 lucky Falken customers from the UK will attend the Ascot event, where they will witness pilots flying small high-speed planes through 'air gates', hitting speeds of up to 230mph as they race against the clock.

"We are thrilled to be extending our involvement with the Red Bull Air Race World Championship," says Stephan Cimbal, Falken Tyre Europe's Head of Marketing "Falken is a brand that delivers high performance and technical innovation, which we also see reflected in the fantastic and exciting Red Bull Air Race. We look forward to welcoming our customers to the event, which will draw strong synergies with the Falken brand."

The Red Bull Air Race at Ascot is the fifth round of eight in the 2016 calendar, with the championship set to visit EuroSpeedway Lausitz in Germany and Indianapolis in the US before concluding in Las Vegas in October. Team Falken pilot Muroya is currently fourth in the Master Class standings on 22.5 points.

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About Falken Tyre Europe

The Falken Tyre Europe GmbH is the European affiliate of the Japanese tyre manufacturer Sumitomo Rubber Industries Ltd., with about 30,000 employees it's the sixth largest tyre manufacturer worldwide. In 2001 and 2014 SRI was selected to appear in Thomson Reuters' "Top 100 Global Investors" list of the world's most innovative companies.

From its location in Offenbach/Main, the company markets and sells a complete tyre portfolio for passenger cars, trucks, pick-ups and SUVs as original equipment and for the entire European retrofitting market. All Falken products comply with the ISO standards 9001, 16949 and 14001. Developed and tested in the world's most demanding racing series, the Falken tyres provide the maximum of individual driving enjoyment – at outstanding value for money. Further information under: <http://www.falkentyre.com>

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