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TOYO TIRES PUT THEIR TRUST IN KTM: THE X-BOW INSPIRES IMPORTERS AND DEALERS!

Since 2010, drivers in the KTM X-BOW BATTLE have relied on the quality of the Toyo Proxes R888 Semi-Slicks. The tire has proved to be extremely efficient and reliable throughout the season and above all has impressed drivers with the cost and performance ratio. Long before the start of the 2011 season, Georg Silbermayr, event organizer of the KTM X-BOW BATTLE stated that he recommended that the competition continued to rely on Toyo as the tire partner. "We have a very good cooperation with the company Toyo and we would very much like to continue this. The most important thing is that the participants in the "BATTLE" can drive with reliable tires that they can acquire at a reasonable price– and with Toyo's Proxes R888 this is guaranteed!"

But in recent times the tables have turned and now it is the company Toyo who have also put their trust in the KTM X-BOW. Some 300 tire dealers and importers from Germany, Austria, Benelux and other European countries assembled for a "Toyo Tires Driving Performance Event" on the occasion of the launch of the company's new high performance Proxes T1 Sport, T1 Sport SUV and R1R tires. Toyo's best customers had the possibility to engage in comprehensive product testing at the beautiful Guadix racing circuit near Granada and also to be in the "hot seat" themselves. As well as a range of Audi models (TTS, TTRS, RS5) there for this purpose, there were also two KTM X-BOWS, which are also powered by Audi engines.

With this selection of vehicles, Toyo could on the one hand link it's expertise as an original equipment manufacturer (at Audi) and on the other (through KTM) to illustrate its core competence in the area of high performance tires, including their application in motor sport activities. As well as the enthusiastic importers and dealers, who were able to crown their event with a "taxi" ride in the X-BOW, special guests like Toyo Tires president Kenji Nakakura or Otto Hofmayer, former chief tester of the magazine "Auto Motor und Sport" were also convinced about the quality of the tires and the KTM X-BOW.