10th January 2022

**YOKOHAMA distinguished in Portugal with “Cinco Estrelas 2022 award” (Five Stars) in the tyre category**

YOKOHAMA is delighted that its brand has been awarded the recognition of the Portuguese market in the “2022 Cinco Estrelas (Five stars) award” within the tyre category, in an evaluation system that measures user satisfaction in products, services and brands.

Following the best methodology and a rigorous analysis of the market, having as evaluation criteria the main variables that influence the purchase decision of consumers, the “Cinco Estrelas” award aims to help consumers identify the best that exists in Portugal, in terms of products, services and brands.

The results obtained in the tests and market study carried out within the scope of this evaluation considered - Satisfaction with the experience (which included tyre grip, safety, mileage, comfort, stability, noise) Price-Quality consideration, intention to buy and recommendation, confidence in the brand and innovation resulted in a 7.7/10 grading, which allow us to proudly say that YOKOHAMA is considered by consumers as having a rating of very good.



*Logo Prémio Cinco Estrelas 2022*