

For Immediate Release

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Bridgestone Named Official Tire of Yamaha Champions Riding School

- **New multi-year partnership with Yamaha Champions Riding School will feature leading products in Bridgestone's premium motorcycle tire line to help riders gain sufficient confidence and comfort at each course.**
- **Bridgestone tires will be utilized in all in-person training sessions, beginning in January 2024.**
- **Yamaha Champions Riding School class registration is now open for the 2024 season.**

NASHVILLE, Tenn. (Jan. 24, 2024) – [Bridgestone Americas](#) (Bridgestone) today announced that the company has been named the "Official Tire of Yamaha Champions Riding School." The Yamaha Champions Riding School teaches all skill levels and aims to grow the sport of motorcycling through world-class rider education, with state-of-the-art tire technology a critical component of this goal.

Yamaha Champions Riding School offers ChampSchool two-day, on-bike training sessions, which are immersive, in-person training events that take place on tracks across the country. In addition to ChampSchool, Yamaha Champions Riding School also offers ChampGrad for ChampSchool graduates; ChampStreet for a single-day, scaled-down version of ChampSchool; and Champ U, which is an online, video-based curriculum accessible to any rider anywhere in the world.

"We're thrilled to partner with Yamaha Champions Riding School," said Jared Williams, General Manager Bridgestone Motorcycle Tire business in the United States and Canada. "This partnership reflects Bridgestone's dedication to supporting riders with top-tier technology that is perfect for teaching students how to manage grip and ensuring a superior experience on the track."

Yamaha Champions Riding School in-person schools will now feature tires from Bridgestone's premium motorcycle tire line, BATTLAX, including the new Bridgestone BATTLAX HYPERSPORT S23, to help riders gain sufficient confidence and comfort while learning and completing each course. The ChampStreet school will feature the flagship tire of the BATTLAX street application line, BATTLAX RACING STREET RS11, to help riders experience a stable and comfortable ride.

“Besides the rider, tires are the single most important component on the motorcycle,” said Nick Ienatsch, Founder and Chief Instructor, Yamaha Champions Riding School. “Our curriculum revolves around managing tire grip in all circumstances and for the longest period time. To properly educate riders, we need a tire partner that can supply world-class products and the latest tire technology data. After extensive research and testing, we approached Bridgestone, and we are ecstatic that they share our vision.”

Announced in October 2023, the [Bridgestone BATTLEAX HYPERSPORT S23](#) is a sports radial motorcycle tire for street use that is engineered to meet the requirements of sport riders, featuring increased levels of dry grip performance¹ whether riding on circuits or cornering on mountain roads. The BATTLEAX HYPERSPORT S23 turns faster lap times in both wet and dry track conditions^{2,3} compared to its predecessor, delivering confident traction in rain or shine. The BATTLEAX HYPERSPORT S23 is available in popular sizes as of January 2024. The BATTLEAX RACING STREET RS11 is a sports radial motorcycle tire for street and racing use that is engineered to improve the contact area with the road surface, enhancing cornering grip and stability⁴. The BATTLEAX RS11 is the first road-oriented tire to adopt the new V-MS-Belt construction in the rear, which is currently used in Bridgestone’s highest performing race tires⁴.

Since 2014, Yamaha Champions Riding School has taught competition-proven techniques of motorcycle control to any pavement-bound rider with the ultimate goal of promoting safer riding in any condition. Riders can choose to use the school’s motorcycles and riding gear or bring their own. The 2024 ChampSchool class registration is live. To learn more, visit www.champschool.com.

Bridgestone’s partnership with Yamaha Champions Riding School aligns with the “Emotion” and “Ease” values of the [Bridgestone E8 Commitment](#). The Bridgestone E8 Commitment, encompassing eight values all beginning with the letter “E,” solidifies Bridgestone’s dedication to fostering a more sustainable world.

For more company news, visit BridgestoneAmericas.com.

¹ Comparison based on BATTLEAX HYPERSPORT S23 (120/70ZR17 and 190/55ZR17) vs. previous generation BATTLEAX HYPERSPORT S22 (120/70ZR17 and 190/55ZR17) in internal testing. Results may vary depending on proper tire and vehicle maintenance, surface conditions and riding habits.

² Comparison based on BATTLEAX HYPERSPORT S23 (120/70ZR17 and 190/55ZR17) vs. previous generation BATTLEAX HYPERSPORT S22 (120/70ZR17 and 190/55ZR17) in internal testing using a Yamaha YZF-R1 at Autopolis Speedway (2 min 03.4 sec lap time).

³ Comparison based on BATTLEAX HYPERSPORT S23 (120/70ZR17 and 190/55ZR17) vs. previous generation BATTLEAX HYPERSPORT S22 (120/70ZR17 and 190/55ZR17) in internal testing using a BMW S1000RR at Bridgestone Proving Ground (1 min 19.8 sec lap time).

⁴ Comparison based on BATTLEAX RACING STREET RS11 tire vs. previous generation BATTLEAX RACING STREET RS10 in internal testing. Results may vary.

About Bridgestone Americas, Inc.:

Bridgestone Americas, Inc. is the U.S.-based subsidiary of Bridgestone Corporation, a global leader in tires and rubber, building on its expertise to provide solutions for safe and sustainable mobility. Headquartered in Nashville, Tenn., Bridgestone Americas employs more than 45,000 people across its worldwide operations. Bridgestone offers a diverse product portfolio of premium tires and advanced solutions backed by innovative technologies, improving the way people around the world move, live, work and play.

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