



# “Monster” Tajima Looking to Conquer Pikes Peak with 1,475-Horsepower Electric Vehicle on Giti Tires

*Nobuhiro "Monster" Tajima returns to Pikes Peak with the world's most powerful electric vehicle riding on Giti tires.*

COLORADO SPRINGS, COLORADO, USA, June 26, 2015 /EINPresswire.com/ -- Racing legend Nobuhiro “Monster” Tajima is returning to the [Pikes Peak International Hill Climb](#) with the world’s first ever 1.1MW (megawatt) electric racing car and special GitiCompete tires designed to translate the awesome power into dependable traction on the twists and turns of the internationally-famous mountain race course.

Team APEV and MONSTER SPORT teamed up with Rimac Automobili to create a beast of an electric vehicle. The Tajima Rimac E-Runner Concept One is powered by four independent electric motors, giving the car a total power of more than 1.1 MW, which translates into 1,475 horsepower. That is more than twice the power Tajima had in his 2014 car when he broke his own Pikes Peak record stopping the clock at 9:43.90. Practice sessions for the 2015 PPIHC event begin on June 22 and the race will be held on June 28.

[Giti Tire](#) is sponsoring and providing tires for the Team APEV/MONSTER SPORT electric vehicle for the third consecutive year at Pikes Peak. Tajima won the electric division on Giti slicks by a resounding margin in 2013.

The challenge for Giti Tire engineers was developing a tire that will provide sure-footed traction for Tajima as he navigates his 1,475 horsepower vehicle through 156 turns on the 12.42-mile course and an elevation climb of almost 5,000 feet. It has been a total team effort by the Giti Tire R&D team, including untold hours testing different compounds and designs in the company’s technical centers, culminating in real world testing with the high-powered electric vehicle in the mountains of Croatia.

“We are thrilled that Giti technology will again be on display at one of America’s oldest and most iconic motorsports events,” said Armand Allaire, executive vice president of sales and marketing for Giti Tire (USA) Ltd. “Motorsports often pushes tires to limits that normal tires would never be subjected to in daily driving. The final result of developing tires for events like the Pikes Peak International Hill Climb is better tires for all of our customers in North America and across the globe.”

There are no gearboxes or differentials on the Tajima Rimac E-Runner Concept One. The power of each independent motor is transferred to each wheel by an innovative chain drive system developed specifically for this project, which saves weight and space.

The mission of the Association for the Promotion of Electric Vehicles (APEV) is to preserve the environment and realize a self-sustainable society through the promotion of electric vehicles. This will be the fourth year for Team APEV and MONSTER SPORT to compete at Pikes Peak with an electric vehicle. The goal is to achieve the first overall victory with an electric vehicle at the 2016 PPIHC race.

Competing in the 2015 Pikes Peak race with a totally new car featuring a new chassis and power train is an important step toward the ultimate goal of an overall PPIHC victory. The Tajima Rimac E-Runner Concept One will again ride on GITI Tire GTR1 slicks sized 340/710-18. The vehicle was built in cooperation between Tajima Motor Corporation, SIM-Drive and Rimac Automobili (Croatia). Through their collaboration, the world's first ever 1.1MW (megawatt) electric racing car was born.

#### About Giti Tire

Giti Tire Group, headquartered in Singapore, has been in the tire business since 1951. Giti Tire operates eight manufacturing plants and produces a broad range of tire products, serving major original equipment vehicle manufacturers, auto-service outlets, tire dealers and consumers in more than 130 countries worldwide.

GITI Tire (USA) Ltd., based in Rancho Cucamonga, California, is the sales, marketing, and distribution company for North America. It markets and sells a family of brands: [GT Radial](#), Primewell, Dextero, and Runway tires for high performance vehicles, passenger, SUV, light truck, and medium trucks through national retailers, independent retailers and distributors across the United States and Canada. For more information,

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