

Giti Tire to Compete in 100th Anniversary of Pikes Peak Hill Climb on “Monster” Tajima’s Electric Vehicle

Legendary Pikes Peak racer Nobuhiro “Monster” Tajima will be competing on Giti tires with his 1,500 horsepower electric vehicle in this year’s race.

RANCHO CUCAMONGA, CA, USA, June 9, 2016 /EINPresswire.com/ -- [Giti Tire](#) is returning to the [Pikes Peak International Hill Climb](#) to compete in the 100th anniversary of the iconic motorsports event on June 26 for the 4th consecutive year with racing legend Nobuhiro “Monster” Tajima and his 1,500 horsepower electric vehicle.

Not long after last year’s event, in which

Tajima placed second overall and recorded his best time on the mountain ever at 09:32:401, the Giti R&D team began working on the GitiCompete GTR1 slicks for this year’s campaign. After untold hours of chemical analysis, computer simulations and real world testing, the team achieved advancements in optimizing sidewall rigidity and performance on roads with great temperature variance.

“The operating temperature variance at Pikes Peak is a significant challenge,” explained Phang Wai Yeen, executive director of Research & Development for Giti Tire. “It can be quite warm at the starting line but very cold at the top of the mountain. And the weather changes very quickly on the mountain. Sunny skies can turn into snow or showers all of a sudden. The compound must deliver stable, predictable handling to the driver no matter how the ambient temperature is changing.”

The racing machine this year, named “2016 Tajima Rimac E-Runner Concept One,” is an electric racing car created by the collaboration of Tajima Motor Corporation, SIM-Drive and Rimac Automobili (Croatia). Based on the 2015 model, it has been given a new chassis, new powertrain and many other improved aspects, including the new GitiCompete GTR1 slick tires, in order to take full advantage of the high output of 1.1 MW (Mega Watt; approx.. 1,500 hp).

“Monster” Tajima is a legend at Pikes Peak, having competed there for 27 years and becoming a fan favorite. Tajima was the first competitor in race history to break the 10-minute mark when he clocked 9:51.278 to win the title in the Unlimited Division. Tajima became the first to do so in an electric powered vehicle while setting a new Electric Division record in 2013 with a time of 9:46.530. He has claimed seven titles of “King of the Mountain” in addition to recording 11 of the 100 fastest times in PPIHC history. In recognition of his long history and contribution to the Pikes Peak International Hill



Climb, “Monster” Tajima will be inducted to the Hall of Fame this year. Further, The Penrose Heritage Museum will forever display his 1993 race machine at their “Pikes Peak Hill Climb Experience.”

“The historic 100th anniversary of the Pikes Peak International Hill Climb will be a great showcase for Giti tire technology and help introduce the Giti name to American consumers,” said Armand Allaire, executive vice president of sales for Giti Tire (USA) Ltd.

Giti Tire has been supplying tires to American families for years under the [GT Radial](#), Primewell and Dextero brand names. The company is constructing a passenger and light truck tire manufacturing facility in Chester County, South Carolina.

Allaire said Giti’s sponsorship of Team APEV With Monster Sport is also emblematic of the company’s commitment to the environment. The Association for the Promotion of Electric Vehicles (APEV), a primary sponsor of the car, has a mission to preserve the environment and realize a self-sustainable society through the promotion of electric vehicles.

About Giti Tire (pronounced “G-T” 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, and Dextero 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, please visit www.giti.com.

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