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Suzuki Motor Corporation Renew Relationship with ASEAN Football Championship

Suzuki Motor Corporation will title sponsor this year's ASEAN Football Championship for the fourth successive occasion, and once again enjoy an association with an event that has unrivalled fan support in the region.

The biennial event kicks off on November 22 and is being co-hosted by Singapore and Vietnam, with the official draw due to take place in Hanoi on August 5.

“The AFF Suzuki Cup embodies the same excitement and passion as Suzuki's ‘Way of Life!’ global slogan,” said Toshihiro Suzuki, Representative Director and Executive Vice President, Global Marketing, Suzuki Motor Corporation.

The Japanese multinational corporation title sponsored the event in 2008, 2010 and 2012, enabling the company to see the tournament flourish with each passing season.

“This great competition is the biggest football event in the ASEAN region and allows Suzuki to heighten our brand awareness and convey our passion for making the best products for fans around the world,” added Mr. Suzuki.

Defending champion's Singapore, along with Indonesia, Malaysia, the Philippines, Thailand and Vietnam will once again compete in the competition, which was first played in 1996.

They will be joined by two teams from a pre-qualifying competition played in Laos from October 12 to 20 that will include Brunei Darussalam, Cambodia, Myanmar, Timor-Leste and the host nation.

“We welcome Suzuki Motor Corporation back as title sponsor and look forward to one of the finest AFF Suzuki Cups later this year,” said HRH Sultan Haji Ahmad Shah, President, ASEAN Football Federation.

“The AFF Suzuki Cup is virtually guaranteed full houses in Vietnam, Indonesia, Malaysia and the Philippines and with the new 55,000 seat

National Stadium in Singapore being used we are in for a very special month of football.”

The AFF Suzuki Cup group stages will be played from November 22 to 29 in Singapore and Vietnam, followed by the semi-finals and the final from December 6 to 20 which will be played on a home and away basis.

“We have been able to enjoy nine memorable seasons of the ASEAN Football Championship and we are grateful to Suzuki Motor Corporation for playing such an important role in the event’s success,” said Tom Wheeler, Vice-President, Football, World Sport Group (WSG).

The event promoter, WSG, is Asia’s largest sports marketing, media and event management company and have been involved with the AFF Suzuki Cup from its inauguration.

Singapore triumphed in the AFF Suzuki Cup for a record fourth time by beating Thailand 3-2 on aggregate in the two-legged final in December 2012.

It will be the fourth time Singapore have hosted the AFF Suzuki Cup after the 1996, 2002 and 2007 editions.

The group in Vietnam will be played at the My Dinh National Stadium in Hanoi where the celebrated Le Cong Vinh’s headed goal in overtime presented his country with the AFF Suzuki Cup for the first time in December, 2008. Vietnam staged the event in 1998, 2004 and 2010.

The official draw will determine which venue hosts the opening game.

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Suzuki Motor Corporation

The Suzuki Motor Corporation is one of the rare manufacturers in the world to produce both motorcycles and automobiles. The company designs and manufactures passenger cars, commercial vehicles, motorcycles, ATVs and outboard motors. Its motorcycle products range from scooters to large motorcycles to meet the diverse demands of its customers around the

world. Suzuki's automobile business has a large share of the Japanese mini car market and develops a range of products for the global market, focusing on the compact car market in response to increasing concerns for the good of the environment. The company vigorously promotes technical cooperation through numerous joint ventures overseas and its main production facilities are located in 20 countries and regions overseas, enabling Suzuki to operate as a global organization serving 201 countries and regions.

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About World Sport Group

World Sport Group (WSG) is Asia's largest sports marketing, media and event management company. The Group is involved in delivering almost 600 sporting events annually and over 5,000 hours of sport programming across more than 30 countries in the region. WSG is the exclusive marketing, media and event partner to the region's leading sporting bodies, major events, sporting venues, athletes, governments, sponsors and media networks.

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