

19 July, 2016

SUZUKI DRIVES ASEAN FOOTBALL CHAMPIONSHIP TO NEW HEIGHTS

Suzuki Motor Corporation will back this year's ASEAN Football Championship for the fifth straight time, a title sponsorship that has helped the AFF Suzuki Cup grow into the most-important and most-watched football tournament in the region.

The biennial AFF Suzuki Cup 2016 is being co-hosted by Myanmar and the Philippines, with the tournament kicking off on November 19, 2016. The two countries will be hosting the group stages of the tournament for the first time since its inception in 1996.

"The AFF Suzuki Cup has flourished since we took over as title sponsor in 2008 and we are pleased to renew our association with such a wonderful tournament that captivates millions of football fans throughout ASEAN region" said Kinji Saito, Managing Officer, Suzuki Motor Corporation.

"We aim to offer "Excitement" to customers, which is the core value of our global brand slogan "Way of Life". We believe football provides people with enthusiastic and fervour, which are the components of "Excitement". We hope that we could share our brand value with as many people as possible by sponsoring this exciting tournament."

Defending champions Thailand, who were crowned kings of ASEAN football for a fourth time in 2014, Singapore, also four-time winners, co-hosts Myanmar and the Philippines, Indonesia, Malaysia and Vietnam will compete in the tournament proper.

They will be joined by one team from the Qualification Round competition to be played in Cambodia from October 15-21. Hosts Cambodia, Brunei Darussalam, Laos and Timor-Leste will fight it out for the one spot at Phnom Penh Olympic Stadium.

“It is extremely good news that Suzuki Motor Corporation will be returning as title sponsor of the AFF Suzuki Cup later this year. The tournament has grown in stature and reputation since 2008 when Suzuki came on board for the first time,” said HRH Sultan Haji Ahmad Shah, President, ASEAN Football Federation.

“Both Myanmar and the Philippines will be debuting as Group Stage tournament hosts and, once again, I am sure we will witness a top class event played out in front of big crowds,” added HRH Sultan Haji Ahmad Shah.

The AFF Suzuki Cup group stages will be played from November 19 to 26 in Myanmar and the Philippines, followed by the semi-finals and the final from December 3 to 17 which will be contested on a home and away basis.

“Suzuki Motor Corporation have played a crucial role in the success of the ASEAN Football Championship and we are delighted that they are continuing their long association with the tournament,” said Tom Smith, President, Football – Asia, Lagardère Sports.

The event promoter, Lagardère Sports, is a global sports marketing, media and event management company and have been involved with the tournament from its inauguration in 1996.

Over the years, fans have been able to follow all the developments surrounding the tournament on the official website. The updated website (www.affsuzukicup.com) for the 2016 edition will go online in July and feature news, views, videos, competitions and links to social media.

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.

About Lagardère Sports

Lagardère Sports is a leading sport marketing agency, with a global network of local experts dedicated to delivering innovative solutions that meet our clients' needs. We believe sport inspires emotions and passion that are essential to enrich people's lives and generate powerful collective experiences. At Lagardère Sports, we dedicate our expertise and passion to provide our clients with privileged access to the infinite opportunities of sports. Lagardère Sports is part of Lagardère Sports and Entertainment, a company with more than 1,600 employees worldwide and 50 years of experience.

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