



31 July 2025

Suzuki to Enter Into eSports Partnership Agreement With CAPCOM



Suzuki Motor Corporation has entered into a partnership agreement with CAPCOM CO., LTD. (Headquarters: Chuo-ku, Osaka; COO: Haruhiro Tsujimoto, hereinafter, "CAPCOM") to sponsor the eSports tournaments of their popular game "Street Fighter 6". The sponsorship covers the "Street Fighter League: Pro-JP 2025," the "CAPCOM Pro Tour 2025 PREMIER", and the "CAPCOM CUP 12 / Street Fighter League: World Championship 2025". Starting the official tournament of "CAPCOM Pro Tour 2025 PREMIER", "EVO 2025" (Las Vegas, USA, August 1 (Fri.) to August 3 (Sun.)), Suzuki will support CAPCOM's official eSports tournaments throughout the year.

The "Street Fighter" series is a popular game that has sold 56 million copies worldwide (as of March 31, 2025) and has a vibrant eSports scene. The title featured in the sponsored tournaments is the latest installment in the series, "Street Fighter 6," which has a wide fanbase all around the world. Top players from across the globe gather to compete in skill and ability.

In March 2025, Suzuki sponsored the "CAPCOM CUP 11 / Street Fighter League: World Championship 2024," held at Ryogoku Kokugikan, where the collaboration motorcycle "GSX-8R Tuned by JURI" was displayed. In the 5-day tournament period, a total of approximately 14,000 visitors have attended the event, and total online streaming surpassed 10 million views. This year, in addition to sponsoring tournaments worldwide throughout the year, Suzuki plans to display the well-received collaboration motorcycle at some event venues.

Through the collaboration of motorcycles and games, we aim to bring joy and richness to the daily lives of our fans.

● About the "CAPCOM Pro Tour" / "CAPCOM CUP"

The "CAPCOM Pro Tour" is CAPCOM's official individual tournament series for "Street Fighter 6", where players worldwide compete throughout the year for the annual championship title. Players who achieve top results in each tournament earn the right to participate in the final tournament held in Japan, the "CAPCOM CUP", where they compete for the title of world champion.

● About the "Street Fighter League"

The "Street Fighter League" is CAPCOM's official team league for "Street Fighter 6", held in three regions: Japan, the United States, and Europe. The representative teams that win their respective regional leagues advance to the final tournament held in Japan, the "Street Fighter League: World Championship", where they compete for the title of the world's strongest team.

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