



11 November 2025

Suzuki Signs Sponsorship Agreement with Confederation of African Football



Suzuki Motor Corporation (hereinafter, “Suzuki”) has signed a sponsorship agreement for the competitions organized by the Confederation of African Football (hereinafter, “CAF”). Under this agreement, Suzuki will serve as Official Global Partner of 4 tournaments to be held until June 2027, including the “TotalEnergies CAF Africa Cup of Nations Morocco 2025” to be held in Morocco in December 2025.

On 11 November, a signing ceremony was held in Hamamatsu in the presence of Véron Mosengo-Omba, General Secretary of CAF, and Yusuke Kato, Managing Officer, Executive General Manager, Automobile Marketing – Europe, Middle East and Africa, of Suzuki.

In the New Mid-Term Management Plan announced in February this year, Suzuki has positioned the African market, which has great growth potential, as one of the priority regions. In the African automobile market, there is a demand for fuel efficient, durable, and high-quality products, which share many similarities with the needs of the Indian automobile market. Utilizing these similarities, Suzuki is introducing Indian-made automobiles to meet the needs of customers in Africa and aims to expand sales in the region.

Suzuki will support the tournament through sponsorship of football, which is highly popular throughout Africa, and will further promote business expansion in the African market by enhancing Suzuki brand strength and recognition.

- Comment from Yusuke Kato, Managing Officer, Executive General Manager, Automobile Marketing – Europe, Middle East and Africa

"We are very pleased to have concluded a sponsorship agreement with CAF. Sports have the power to connect people and nurture hope for the future. Through this partnership, we aim to further strengthen the ties between Suzuki, football, and Africa, enhancing Suzuki's brand presence across the continent. We will continue to support the lives of all who love football by delivering the joy of mobility and enriching their daily lives."

- Tournaments Suzuki will support

Tournament	Schedule	Location
TotalEnergies CAF Africa Cup of Nations Morocco 2025	21 December 2025 to 18 January, 2026	Morocco
TotalEnergies CAF Women's Africa Cup of Nations Morocco 2026	March to April 2026 (tentative)	Morocco
TotalEnergies CAF Champions League 2026/2027	August 2026 to June 2027 (tentative)	TBD
TotalEnergies CAF Confederation Cup 2026/2027	August 2026 to June 2027 (tentative)	TBD

- Automobile business in Africa

No. of countries with distributor	51 countries
Sales volume	FY 2024 109,373 units (112% YoY)
Main models sold	Swift, Jimny, Fronx, S-presso, Baleno, Dzire, Grand Vitara, etc.

End