



25 May 2017

ATP EXTENDS SEASON-ENDING FINALE IN LONDON THROUGH 2020 WITH NEW TITLE PARTNER NITTO DENKO CORPORATION

LONDON – The ATP announced today that its season-ending tournament will continue its extremely successful stay in London a further two years through to 2020, under a new title sponsorship with one of Japan’s leading innovation companies, the Nitto Denko Corporation. The tournament, first staged in London in 2009, will now be renamed the Nitto ATP Finals.

“We’re delighted to extend our stay in London and to have Nitto come on board as title sponsor over the next four years,” said Chris Kermode, ATP Executive Chairman & President, who was joined for the announcement, held at The View from The Shard in London, by special guests including the likes of Boris Becker, a three-time former champion. “It’s fantastic news to have such an ambitious and innovative company partner with our season-ending showcase in what is unquestionably one of the most exciting times in men’s professional tennis in recent memory. We look forward to a successful partnership and to the continued growth of our season finale in London,” added Kermode.

Nitto is Japan’s leading materials manufacturer offering over 13,500 diversified materials to more than 70 business fields such as electronics, automobiles, ecology and life science. In 2018, the company will celebrate its 100-year anniversary and the Nitto ATP Finals will form an integral part of their strategic initiatives for increased business and brand value to their next century.

Hideo Takasaki, Nitto President, CEO & COO, said: “We are very proud to become the title sponsor of the ATP Finals. Featuring the world’s top men’s professional tennis players, the ATP Finals fits very well with Nitto’s philosophy, where we challenge ourselves to gain top share by utilizing our unique technology both locally and on a global level. As title sponsor, we hope to accelerate our global brand promotion this year, and for our 100th anniversary in 2018, and beyond. By sponsoring the ATP Finals, we at Nitto also aim to further increase the popularity of tennis, and we look forward to the emergence of new star players competing in the event.”

Andy Murray, the reigning World No.1 who captured the season-ending title last year, said: “The crowds throughout the week for both the singles and doubles are second to none, and that makes this one of the most special events for the players. It’s an amazing atmosphere and a great tournament to cap off the year.”

Alex Hill, Chief Operating Officer of AEG Europe, said: “The ATP’s season finale has established itself as one of the most popular annual events on the UK sporting calendar. The O2 has successfully showcased the best that men’s tennis has to offer in a unique and special way, delighting some two million tennis fans since 2009. We’re obviously thrilled to continue our partnership with ATP through to 2020, remaining as the home of this great event.”

The Nitto ATP Finals welcomes more than 250,000 fans to The O2 arena each year, as well as generating a global TV viewership of more than 100 million, as the ATP’s best eight singles players and doubles teams compete over eight days for the biggest indoor tennis tournament in the world. This year the tournament will be held from 12 to 19 November.

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About the Nitto ATP Finals

The Nitto ATP Finals is the year-end climax to the men's professional tennis season, featuring only the world's best eight qualified singles players and doubles teams as they battle it out for the last title of the season. Players compete for Emirates ATP Rankings points throughout the season in a bid to earn one of the eight coveted berths and a chance to win the biggest indoor tennis tournament in the world. Played using a round-robin format, each player plays three matches as they compete for a berth in the knockout semi-finals and beyond. The prestigious tournament has been contested in major cities around the world with a rich history dating back to the birth of The Masters in 1970 in Tokyo. Since 2000 the event has taken place in cities such as Lisbon, Sydney, and Shanghai. In 2009 the tournament was moved to London, where it will be played through 2020. For more information, please visit www.NittoATPFinals.com

About Nitto Denko Corporation

Founded in 1918, and celebrating its 100th anniversary in 2018, Nitto is a diversified materials manufacturer that offers over 13,500 products in over 70 business fields, including electronics, transportation, environment and life science. Nitto aims to offer value to Green (environment), Clean (new energy) and Fine (life sciences) business markets.

For more details, please visit our corporate website (<https://www.nitto.com/>) or our sponsorship-specific website: <https://www.nitto.com/NittoATPFinals/>

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