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GOLD PARTNER

ATP AND LACOSTE EXTEND PARTNERSHIP AT SEASON FINALE

LONDON – The ATP and renowned lifestyle fashion brand LACOSTE have announced today a three-year renewal of their partnership at the prestigious season-ending Barclays ATP World Tour Finals at The O2 in London.

The agreement will see the ‘Crocodile’ brand continue to dress the line judges, ball kids, and mascots, at the world’s biggest indoor tennis tournament at The O2, through 2018. As a Gold Partner of the tournament, LACOSTE has been a long-standing sponsor of the ATP’s season-ending event since 2002.

Chris Kermode, ATP Executive Chairman & President, said: “LACOSTE has been a valued partner for our season-ending event over the past 15 years. Our season finale has grown significantly in stature during that time, attracting record crowds on-site at The O2, and more than 100 million viewers on TV. We look forward to continuing our successful partnership with LACOSTE over the next three years.”

In addition to on court brand exposure at this year’s event, LACOSTE will organize an Under-14 invitational tournament for a second consecutive year, set to take place this week on the practice courts at The O2.

Thierry Guibert, LACOSTE Group CEO said “Renewing the partnership with Barclays ATP World Tour Finals is a further demonstration of our authentic heritage and actual presence in Tennis. We are very happy to continue the relation with this event that symbolizes our values of tenacity, performance and excellence.”

The renewal also includes a continuation of the agreement that sees ATP staff, including umpires, wearing LACOSTE at all ATP events.

TITLE PARTNER



PLATINUM PARTNERS



The Barclays ATP World Tour Finals has attracted more than 1.8 million fans to The O2 arena since the tournament moved to London in 2009. The tournament features the world's best eight qualified singles players and doubles teams battling to win the biggest indoor tennis tournament in the world. The ATP announced last year that the event would remain at The O2 through to 2018. Tickets can be purchased at: www.BarclaysATPWorldTourFinals.com.

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About the Barclays ATP World Tour Finals

The Barclays ATP World Tour 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 2018. For more information, please visit www.BarclaysATPWorldTourFinals.com

About LACOSTE

For Lacoste, Life is a Beautiful Sport!

Since the very first polo was created in 1933, Lacoste relies on its authentic sportive roots to bring optimism and elegance on the world thanks to a unique and original lifestyle for women, men and children.

With a vision to be the leading player in the premium casual wear market, the Crocodile brand is today present in 120 countries through a selective distribution network. Two Lacoste items are sold every second in the world.

As an international group gathering 10,000 women and men, Lacoste offers a complete range of products: apparel, leather goods, fragrances, footwear, eyewear, home wear, watches and underwear, all of them being elaborated in the most qualitative, responsible and ethical way. In 2015, the brand garnered a turnover of 1.95 billion euros.

For more information : www.lacoste.com

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