

9 January 2019

ATP AND DUNLOP ANNOUNCE GLOBAL PARTNERSHIP

LONDON – ATP and Dunlop announced today a new, five-year partnership that will see Dunlop become the Official Ball of the ATP Tour and the Nitto ATP Finals beginning in 2019.

Dunlop will also become a Silver Partner of both of the ATP Tour and the Nitto ATP Finals. The partnership expands Dunlop’s already extensive portfolio of partnerships with ATP Tour events, which includes a Next Gen ATP Finals Gold Partnership that began in 2018.

“This new agreement is a testament to Dunlop’s continued commitment to the sport of tennis and we are excited to build a long-term partnership with such a world-renowned brand,” said Chris Kermode, ATP Executive Chairman & President.

“Dunlop has exhibited the foremost standards of quality and attention to detail throughout the process of testing and developing the new ATP Tour Official Ball, which ensures the highest levels of performance and consistency for our players across all conditions and playing surfaces.”



“This is a significant moment for the brand, and we are delighted to become the Official Ball of the ATP Tour and Nitto ATP Finals,” said Masahiro Asahino, Head of Racket Sports for SRI.

“Dunlop is often referred to as the ‘No.1 Ball on Tour’ and is used at more ATP tournaments than any other brand; the multi-year partnership is a testament to this and recognises our commitment to developing a new ATP Tour Official Ball of the highest standard and giving players more consistency on the Tour.

“We are excited to connect with millions of fans from around the world on this global stage.”

PREMIER PARTNER



PLATINUM PARTNERS



In addition to the Nitto ATP Finals and the Next Gen ATP Finals, the Dunlop ATP Tour Official Ball will be used at numerous other high-profile ATP Tour events spread across the entirety of the ATP calendar, on all playing surfaces.

Media Contacts:

ATP – Simon Higson (shigson@atpworldtour.com)

Dunlop – Leandra Cardozo (leandra.cardozo@promotepr.com)

###

About the ATP

The ATP is the governing body of the men's professional tennis circuits - the ATP Tour, the ATP Challenger Tour and the ATP Champions Tour. With 63 tournaments in 30 countries, the ATP Tour showcases the finest male athletes competing in the world's most exciting venues. From Australia to Europe and the Americas to Asia, the stars of the 2019 ATP Tour will battle for prestigious titles and ATP Rankings points at ATP Masters 1000, 500 and 250 events, as well as Grand Slams (non-ATP events). At the end of the season only the world's top 8 qualified singles players and doubles teams will qualify to compete for the last title of the season at the Nitto ATP Finals. Held at The O2 in London, the event will officially crown the 2019 ATP Tour No. 1. For more information, please visit www.ATPTour.com.

About Dunlop

Dunlop is owned by Sumitomo Rubber Industries and has its headquarters in Kobe, Japan. Dunlop Tennis has a legendary history in the sport of tennis. Current Dunlop players on Tour include Kevin Anderson, Jamie Murray, Donald Young, Heather Watson, Taylor Townsend, Zarina Diyas, Kurumi Nara and U.S. legends James Blake and Michael Chang. Learn more at www.DunlopSports.com.

About Sumitomo Rubber Industries

Sumitomo Rubber Industries (SRI) was founded in 1909 in Kobe, Japan and employs over 37,000 people across the world and has sales revenue of around \$8 billion. SRI acquired the global rights to the Dunlop brand in April 2017 and owns fellow sports brands Srixon, Cleveland Golf and XXIO. SRI specialises in the tire industry but also in providing rubber-based products for many other industries such as medical, construction, marine, sports facilities etc.