

NEWS RELEASE

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ATP AND DUNLOP SERVE UP EXTENDED GLOBAL PARTNERSHIP THROUGH 2028

TURIN – ATP and Dunlop are proud to announce the extension of their global partnership, through 2028.

Dunlop will continue as the Official Ball of the ATP Tour, a designation the Japanese brand has held since 2019. Dunlop has established itself as the No. 1 ball on the ATP Tour, with close to half of all tournaments proudly playing with Dunlop. Events include the [Nitto ATP Finals](#), [Next Gen ATP Finals presented by NEOM](#), and four ATP Masters 1000 events.

The extension will also see Dunlop become the Official Racket and Official Tennis Accessories (non-exclusive) of the ATP Tour. The brand will develop a dedicated ATP product line, including strings, grips, dampeners and racket bags, plus a special fan edition of the Dunlop FX racket as used by ATP Tour pro [Jack Draper](#).

In parallel with continuous product testing and innovation, the partners will focus on advancing sustainability in tennis. Dunlop is currently developing eco-friendly materials for its tennis balls, increasing the use of recycled materials and reducing plastic in packaging – impacting resource consumption and waste on the ATP Tour and for millions of recreational players worldwide. This sustainability focus aligns with the ATP Serves mission and commitments under UN Sports for Climate Action.



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Massimo Calvelli, ATP CEO, said: “Tennis balls are at the very core of our game. The Dunlop ATP ball is a consistent top-quality product, backed by continuous R&D, which allows our players to perform at their best. We’re thrilled to build on our successful partnership with Dunlop and to continue innovating together. Our joint reach across all levels of the game has huge potential to positively impact players and the planet.”

Ken Yamamoto, Head of Racket Sports Business, Dunlop/Sumitomo Rubber Industries, said: “With 100 years of experience making the highest quality tennis balls, we know what it takes to produce a tennis ball that players can rely on. Dunlop has been dedicated to research, development and listening to player feedback to ensure the very best for all players and tournaments. It is a great honour for Dunlop to be partnered with the ATP Tour, who we share so many core values with. We’re excited to continue our partnership and build on our sustainability focus, supporting current and future generations in the sport that we love.”

The extended partnership builds on a long-shared heritage in tennis. In 2022, the ATP celebrated its 50th Anniversary, while Dunlop boasts more than 100 years of producing top quality sporting equipment.

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About The ATP

As the global governing body of men’s professional tennis, the ATP’s mission is to serve tennis. We entertain a billion global fans, showcase the world’s greatest players at the most prestigious tournaments, and inspire the next generation of fans and players. From the United Cup in Australia, to Europe, the Americas and Asia, the stars of the game battle for titles and Pepperstone ATP Rankings points at ATP Masters 1000, 500 and 250 events, and Grand Slams. All roads lead towards the Nitto ATP Finals, the prestigious season finale held in Turin, Italy. Featuring only the world’s top 8 qualified singles players and doubles teams, the tournament also sees the official crowning of the year-end ATP World No. 1, presented by Pepperstone, the ultimate achievement in tennis. 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 has a legendary 100 year history (1923 - 2023) in the sport of tennis. Dunlop is the Official tennis ball partner of the ATP Tour and the Australian Open Grand Slam, as well as the Mouratoglou and IMG Academies. Current players on tour using Dunlop products include Miomir Kecmanovic, Alexei Popyrin, Jack Draper, Tim van Rijthoven, Ann Li, Dalma Galfi, Qiang Wang, Michael Mmoh, Liam Broady, Jamie Murray and Max Purcell. Dunlop U.S. legends James Blake and Michael Chang, as well as Patrick Mouratoglou and Rod Laver are also ambassadors for the brand. Learn more at www.dunlopsports.com.

About Sumitomo Rubber Industries

Sumitomo Rubber Industries (SRI) was founded in 1909 in Kobe, Japan and employs over 40,000 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 and sports facilities.