

10 September 2020

## ATP AND NITTO DENKO CORPORATION EXTEND PARTNERSHIP UNTIL 2025

*LONDON* – The ATP and Nitto Denko Corporation have today announced a five-year extension of their highly successful partnership, until 2025. The extension will see Nitto continue as title partner of the season-ending Nitto ATP Finals, in partnership with the Italian Tennis Federation (FIT), as the event moves to its new home in Turin, Italy in 2021, following twelve editions of the tournament hosted at The O2 in London.

In addition to extending their title partnership of the Nitto ATP Finals, which began in 2017, Nitto will also become a year-round Gold Partner and the Official Athletic Tape of the ATP Tour. The partnership will provide Nitto medical taping products for use by ATP medical team at Tour events with Nitto branding featured on ATP physiotherapists' official clothing.

“We are very proud to extend our partnership with Nitto for five more years,” said Andrea Gaudenzi, ATP Chairman. “Nitto are global industry leaders and have fully embraced their sponsorship of our season-ending event since our partnership began three years ago. Together with the FIT, we look to build upon that relationship and the record growth the event has achieved during its time in London. We also look forward to working closely with Nitto as our year-round Tour partner, as they assist in protecting players' health by providing top quality medical products for use at events across the season.”

Hideo Takasaki, Nitto President, CEO and COO, said: “We are delighted and excited to be extending our partnership with the ATP and our long-term commitment to the Nitto ATP Finals. As a Gold Partner of the ATP Tour and its Official Athletic Tape Sponsor, we look forward to supporting tennis players participating on Tour, throughout the season. In Turin, a city with a strong spirit of innovation, we are confident the Nitto ATP Finals will be an event that amazes and inspires people all over the world.”

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Chiara Appendino, Mayor of Turin, said: “Turin is excited to welcome the Nitto ATP Finals in 2021 and write the next chapter in the event’s rich history. To be doing so with the long-term commitment of a world-leading partner like Nitto is a real statement of belief in Turin’s ability to deliver an exceptional and innovative event.”

Angelo Binaghi, FIT President, said: “We would like to thank Nitto for their invaluable commitment and support of the ATP Finals. The event has already received tremendous commercial interest from major global brands and will be a historic milestone for tennis in Italy, helping to inspire the next generations of players and fans.”

The Nitto ATP Finals is the largest indoor tennis tournament in the world, featuring the ATP’s top eight singles players and doubles teams competing over eight days for over US\$ 9 million in prize money. The 2019 edition delivered record social and digital engagement, including 400 million impressions, 69 million video views and 12 million social interactions via ATP Tour and TennisTV channels.

[Watch Video](#)

**Media Contact:**

ATP – Simon Higson ([simon.higson@atptour.com](mailto:simon.higson@atptour.com))

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**About the Nitto ATP Finals**

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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 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 to 2020 before moving to Turin in 2021. For more information, please visit [www.NittoATPFinals.com](http://www.NittoATPFinals.com).

### **About Nitto Denko Corporation**

Since its founding in 1918, Nitto has been a manufacturer of highly functional materials that have been deployed into a wide range of global industries, from electronics, automotive, environmental, to healthcare. Based on four core technologies: adhesion, coating, polymer function control, and polymer analysis & evaluation, Nitto provides customers with various products such as polarizing films, which are indispensable for screen displays of smartphones and TVs, industrial adhesive tapes, automobile parts, and medical supplies. Under the brand slogan of "Innovation for Customers", Nitto is contributing to a better life by solving social issues and improving corporate value. For details, please visit our official website ([www.nitto.com/](http://www.nitto.com/)) or this special website by Nitto ([www.nitto.com/NittoATPFinals/](http://www.nitto.com/NittoATPFinals/)).

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