



NEWS RELEASE

5 SEPTEMBER 2025

ATP & HAIER EXTEND GLOBAL PARTNERSHIP THROUGH 2028

LONDON: The ATP has today announced a multi-year extension of its partnership with Haier, the world's number one brand in major home appliances*. Haier will continue as the Official Home and Entertainment Partner and a Gold Partner of the ATP Tour through 2028.

The extension will see Haier continue to receive on-court brand visibility, premium hospitality experiences and on-site product integration at select ATP Tour events, providing a global platform to showcase its latest smart living innovations. The brand will also benefit from exposure across the ATP's digital channels, reaching a global audience of more than one billion fans each season.

From 2026 to 2028, Haier's tournament portfolio will include: the Plava Laguna Croatia Open (Umag), ABN AMRO Open (Rotterdam), BMW Open by Bitpanda (Munich) and the prestigious season-ending Nitto ATP Finals in Turin – partnering with a total of 12 ATP Tour events overall.

The agreement was signed in the presence of Mr. Zhou Yunjie, Chairman of Haier Group, Neil Tunstall, CEO of Haier Europe, and Rodolphe Tastet, ATP Vice President, Partnerships.



PREMIER PARTNER



PLATINUM PARTNERS



PIF





NEWS RELEASE

Rodolphe Tastet, ATP Vice President, Partnerships said: “Extending our partnership with Haier shows the value and impact of our collaboration so far. Since joining forces in 2023, we’ve worked closely to showcase Haier’s premium technology to the ATP’s global audience. We’re proud to keep building on that momentum, reinforcing our shared commitment to innovation and excellence”.

Neil Tunstall, CEO, Haier Europe said: “Extending our partnership with the ATP through 2028 is a natural step for Haier. Tennis embodies precision, performance and emotion—the same principles that guide our premium, connected home solutions. This renewal, including our presence at leading tournaments and the Nitto ATP Finals in Turin, gives us a powerful stage to showcase innovations that make everyday living smarter and more sustainable, while elevating the fan experience on and off the court.”

ATP and Haier will celebrate the renewed partnership with a dedicated joint panel: “Play with the Number Ones: Sport Sponsorship Evolution” held at Haier Europe booth during IFA 2025 on Friday, 5th September.

The partnership extension forms part of Haier’s broader strategic engagement in tennis. In addition to its presence on the ATP Tour, Haier is also a sponsor of Roland Garros and the Australian Open, underlining its global footprint at the highest levels of the sport.

*Source: Euromonitor International Limited; Consumer Appliances 2025, % unit share, 2024 volume sales data

###

Media contact: communications@atptour.com

About The ATP

The ATP’s mission is to serve tennis. As governing body of the ATP Tour and Challenger Tour we entertain a billion global fans, showcase the world’s greatest players at prestigious tournaments, and inspire the game’s next generation. From the United Cup in Australia, to Europe, the Americas and Asia, the stars of the game battle for titles and PIF ATP Rankings points at ATP Masters 1000, 500 and 250 events, and Grand Slams. All roads lead to the Nitto ATP Finals, our prestigious season finale held in Turin, Italy. Featuring only the season’s best 8 singles players and doubles teams, the tournament sees the crowning of the year-end ATP World No. 1, presented by PIF, the ultimate achievement in tennis. For more information, please visit www.ATPTour.com.

PREMIER PARTNER



PLATINUM PARTNERS



PIF

