



**YANMAR**

News Release

December 9<sup>th</sup>, 2022

Yanmar Holdings Co., Ltd.

## Yanmar Concludes Official Sponsorship Agreement for 2022 Southeast Asian Football Championships

Osaka, Japan (December 8<sup>th</sup>, 2022) - Yanmar Holdings Co., Ltd. signed an official sponsorship agreement for the Southeast Asian Football Championships to be held from December 2022 to January 2023. The event is to be held every two years and will be known as the "AFF MITSUBISHI ELECTRIC CUP 2022". Yanmar's sponsorship continues its support for the event in the 2016, 2018 and 2020 tournaments.

The tournament is the largest sporting event in Southeast Asia, where representative teams from 11 countries that are members of the ASEAN Football Federation (AFF) compete to become the No. 1 team.



**OFFICIAL SPONSOR**

Official Yanmar Sponsors logo.

Yanmar will conduct various communication activities in Southeast Asian countries through this tournament.

"Yanmar aspires to be a driving force in nurturing prosperous lifestyles in Southeast Asia," said Tsutomu Murayama, head of the Sports Business Office of YANMAR HOLDINGS Co., Ltd. "As well as supporting people's lives with products, services, and solutions in the agriculture and fishery industries, which play an important role in the economies of Southeast Asia, Yanmar will also deliver exciting and enriching experiences and share the joy and excitement that soccer can create."

Together with the AFF Mitsubishi Electric Cup 2022 Sponsorship, Yanmar is grouping its cooperative activities in the region under the banner of "#Football is our engine -Challenge for tomorrows, together-". The message highlights the desire to support people who continue to "challenge" for the future, with football as a "driving force" for the people of Southeast Asia.



Sports provide people with dreams and excitement that transcend national borders and language barriers.

Yanmar is committed to sports sponsorship activities so that we can connect with people around the world and share joy together to realize "a society filled with exciting and enriching experiences".

Yanmar will continue to engage in activities to foster culture and nurture the next generation through sports, in our belief that sports, like the engine that is source of our business, can be a driving force to realize a prosperous society.

**About AFF MITSUBISHI ELECTRIC CUP**

The AFF MITSUBISHI ELECTRIC CUP 2022 is a biennial football competition organized by the ASEAN Football Federation (AFF). First played in 1996, the tournament is contested by the national 'A' teams of Southeast Asia and boasts record TV ratings.

In 2022, the 14th edition will continue the format where 10 qualified teams will be split into two groups of five and play a round robin system, with each team playing four fixtures. The format of the knockout round remains unchanged, with semi-finals and the final played on two-leg format.

The 2016 and 2020 competitions were won by the Thailand team, and the 2018 competition was won by the Vietnam team.

More information

<https://www.yanmar.com/global/about/sports/>

[https://www.yanmar.com/global/about/sports/soccer/sponsored/aff\\_mitsubishi\\_electric\\_cup/](https://www.yanmar.com/global/about/sports/soccer/sponsored/aff_mitsubishi_electric_cup/)

<https://www.affmitsubishielectriccup.com/2022/>

## **About Yanmar**

With beginnings in Osaka, Japan, in 1912, Yanmar was the first ever to succeed in making a compact diesel engine of a practical size in 1933. A pioneer in diesel engine technology, Yanmar is a global innovator in a wide range of industrial equipment, from small and large engines, agricultural machinery and facilities, construction equipment, energy systems, marine, to machine tools, and components — Yanmar's global business operations span seven domains. On land, at sea, and in the city, Yanmar provides advanced solutions to the challenges customers face, towards realizing A Sustainable Future.

For more details, please visit the official website of Yanmar Holdings Co., Ltd.

<https://www.yanmar.com/global/about/sports/>

Note: Information contained in the news release is valid at the time of publication and may differ from the most recently available information.

---

Inquiries

Corporate Communications, Yanmar

[newsroom@yanmar.com](mailto:newsroom@yanmar.com)