



DAIHATSU



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Daihatsu Confirms Sponsorship of the Japan Open 2017 Badminton Championships, Part of the BWF World Super Series

Daihatsu also set to sponsor All Japan Elementary School ABC Badminton Tournament with the aim of nurturing the next generation



DAIHATSU YONEX

JAPAN OPEN 2017

BADMINTON CHAMPIONSHIPS



全国小学生 ABCバドミントン大会

Daihatsu Motor Co., Ltd. (hereinafter "Daihatsu") will sponsor the Japan Open 2017 Badminton Championships, an international badminton tournament set to be held at the Tokyo Metropolitan Gymnasium in Shibuya Ward, Tokyo, from September 19 to 24, 2017. The event is part of the Badminton World Federation (BWF) World Super Series, which attracts the world's leading badminton players, and is the only event in the series to be held in Japan. This year marks the 36th edition of the Japan Open.

In March 2017, Daihatsu updated its slogan to "Light you up," with the aim of promoting its business through MONODUKURI and KOTODUKURI activities and evolving the Daihatsu brand.

The company's sponsorship of the Japan Open is aimed at contributing to the growth of badminton in Japan, Indonesia and Malaysia, and is part of Daihatsu's KOTODUKURI activities, which focus on broadening interactions with customers and local communities.

Daihatsu will also sponsor the All Japan Elementary School ABC Badminton Tournament, a national badminton tournament for elementary school students, with the aim of nurturing Japan's next generation of badminton players. This year will mark the 18th edition of the event. Preliminary events will take place in each of the country's prefectures, with the winners contesting the finals of the tournament, which will take place at the Hokkaido Prefectural Sports Center in Sapporo City, Hokkaido Prefecture, from August 14 to 16, 2017.

Daihatsu also supports the Japanese National Badminton and Para-Badminton Teams, and is a sponsor of the Japan Para-Badminton International 2017, an international para-badminton tournament. The company also intends to continue expanding its badminton-related activities in Indonesia and Malaysia.

Daihatsu is committed to contributing to the development and spread of badminton in Japan, Indonesia and Malaysia, and intends to deepen its interactions with its customers and local communities through the sport. Going forward, Daihatsu will continue to engage in various activities to bring new optimism to the lives of its people in these communities.

Reference: Overview of the Daihatsu Yonex Japan Open 2017 Badminton Championships

Name: Daihatsu Yonex Japan Open 2017 Badminton Championships

Dates: September 19–24, 2017

Location: Tokyo Metropolitan Gymnasium

Host body: Nippon Badminton Association

Authorizing body: World Badminton Federation

Supervisory body: Tokyo Metropolitan Badminton Association

Main sponsors: Daihatsu Motor Co., Ltd., Yonex Co., Ltd.

Super Series Sponsor: MetLife

Cooperating parties: Baseball Magazine Sha, Co., Ltd.

【Overview of All Japan Elementary School ABC Badminton Tournament】

Name: All Japan Elementary School ABC Badminton Tournament

Dates: August 14–16, 2017

Location: Hokkaido Prefectural Sports Center, Sapporo City, Hokkaido Prefecture

Host body: Nippon Badminton Association, The Japan Schoolchildren Badminton Federation

Main sponsors: Hokkaido Badminton Association, Hokkaido Schoolchildren Badminton Federation, Sapporo Badminton Association

Supporting parties: Japan Sports Agency, Hokkaido, Hokkaido Government Board of Education, Hokkaido Sports Association, Sapporo City, Sapporo City Board of Education, The Hokkaido Shimbun Press, NHK Sapporo

*About the Daihatsu All Japan Elementary School ABC Badminton Tournament

Sponsored by the Nippon Badminton Association and cosponsored by the Japan Schoolchildren Badminton Federation, the Daihatsu All Japan Elementary School ABC Badminton Tournament is an annual national badminton tournament for elementary school children. Preliminary events take place in all 47 prefectures across Japan, with leading players progressing through to the finals. The “ABC” which forms part of the event’s name, refers to the three competitive classes: “A” is for fifth and sixth graders; “B” is for third and fourth graders; and “C” is for first and second graders. Daihatsu is engaged in activities that support the children and guardians participating in the event, with the aim of further growing the sport of badminton.



Introducing the Daihatsu x Badminton website

Please visit the website below to find out more about Daihatsu’s initiatives in supporting badminton

<http://daihatsu-badminton.com/>