Beat: Sports

CONTINENTAL BECOMES OFFICIAL SPONSOR OF 2019 AFC ASIAN CUP

IN THE UNITED ARAB EMIRATES

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USPA NEWS - International tire manufacturer Continental today announced that its Tire Division is to be Official Sponsor of the 2019 AFC Asian Cup which will be staged in the United Arab Emirates. Through this move, Continental is driving forward the systematic regionalization of its sports sponsorship...

International tire manufacturer Continental today announced that its Tire Division is to be Official Sponsor of the 2019 AFC Asian Cup which will be staged in the United Arab Emirates. Through this move, Continental is driving forward the systematic regionalization of its sports sponsorship strategy. The extensive rights package also includes the qualifiers for the 12 best teams in the AFC Asian Cup UAE 2019, the 2018 AFC Women's Asian Cup, the final round of Asian qualifiers for the 2018 FIFA World Cup in Russia, and the AFC 2018 U22 Championship, where the qualifying places for the 2020 Olympic Games in Tokyo will also be awarded.

'The AFC Asian Cup is the most important football competition in the APAC region and the Middle East, where we are looking to grow our market share in the next few years. To support this growth we are keen to actively promote our premium brand and position it in the perception of car drivers as a possible alternative in the car tire segment,' says Nikolai Setzer, Member of the Executive Board of Continental responsible for the Tire Division.

'We also expect the media coverage of the qualifiers for the 2018 FIFA World Cup and the 2020 Olympic Games in Tokyo to be particularly extensive in both regions and are therefore assuming that we will achieve a marked increase in awareness of our premium Continental brand by 2020'. he added.

Today Continental can look back on more than 20 years of successful sponsorship of the most important football events worldwide.

And with current sponsorship deals covering UEFA EURO 2016TM in France and the European qualifiers for the 2018 FIFA World Cup in Russia, which run until November 2017, as well as Major League Soccer in the US and Canada up until 2018, and the 2019 AFC Asian Cup in the United Arab Emirates, the Corporation holds attractive rights packages in the world's most important regional markets.

At Continental, football sponsorship is traditionally fully integrated into the Company's marketing communications.

The Asian Football Confederation is the continental governing body for football in Asia and comprises 47 countries. The pinnacle competition for the national teams is the Asian Cup (won in 2015 by Australia) and the Women's Asian Cup (won in 2014 by Japan). The 2019 Asian Cup will be held in the United Arab Emirates. In 2016 the AFC U22 Championship will be held in Qatar between Jan 12-30.

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