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NTN in the spotlight at the Budapest 2023 World Athletics Championships

The Budapest 23 World Athletics Championships concluded on August 27th, marking the start of the partnership between Japanese company NTN Corporation (hereinafter, NTN) and World Athletics. This collaboration will last until the end of 2024 and is expected to cover a further 6 competitions.

These championships, regarded as the world's third biggest sporting event, were once again a great success: 400,000 spectators in the stands and nearly one million website visitors a day followed the exploits of the 2,100 athletes competing in Budapest, almost half of them women, wearing the NTN logo on their bibs.



Under the terms of the agreement, which runs until the end of 2024, NTN was indeed the competition and presentation bib partner for the women's events in Budapest. The same will apply to the World Road Running Championships in Riga in October 2023, and the World Team Race Walking Championships in Antalya in April 2024. The agreement also includes support for all World Athletics World Series events until the end of 2024:

- World cross-country championships (Croatia): February 2024
- World Indoor Athletics Championships (United Kingdom): March 2024
- World relay competition (Bahamas): May 2024
- World Junior Athletics Championships (Peru): August 2024

In Budapest, NTN CEO Eiichi Ukai had the honor of giving the medals for the women's 35km walk, in which one of the Group's employees took part on behalf of Japan. It was an opportunity for the CEO to recall the

many shared values that guide the athletes and the NTN Group, and that led the latter to support World Athletics, including surpassing oneself, rigor, respect, tolerance and team spirit.



World Athletics President Sebastian Coe said: "I'm delighted to welcome NTN Corporation to our sport. Our Official Partners are key contributors to the staging of our World Athletics Series events, and there are none bigger than the World Athletics Championships Budapest 23. We are always looking for partners who share our global vision and want to make the world a better place, and NTN certainly fits that bill. Gender equality is one of our key pillars so I'm particularly pleased to see that NTN will support our female competition program through the bib sponsorship."

Through its support for the world's leading track and field events, NTN will encourage the world's best athletes to strive for excellence, promote the World Athletics Series events and the sport of athletics, and contribute to positive international exchange between nations.

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NTN is already looking forward to welcoming enthusiasts to the World Road Running Championships in Riga in October.

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