

## News Release

KOBE, JAPAN | January 24 2016

### **ASICS ANNOUNCE SIGNING OF TWO NEW GLOBAL TENNIS AMBASSADORS**

***David Goffin (Belgium) and Julia Goerges (Germany) have signed deals with the true sport performance brand***

ASICS has today announced the signing of two new global tennis ambassadors: ATP world #16 David Goffin, and WTA world #50 Julia Goerges.

Belgian Goffin and German Goerges will represent the ASICS on and off the court as the brand looks to build on their strong growth in tennis. ASICS are currently the number one tennis footwear brand in Spain, Italy, Germany and France<sup>1</sup>.

The deals will see each player wear ASICS latest performance tennis footwear, apparel and accessories in competition and training.

As global brand ambassadors, each player will also represent ASICS across other performance categories, such as the recently launched Training range, as well as the brand's lifestyle expression, ASICS Tiger and Onitsuka Tiger.

The signings add to ASICS' existing roster of global tennis ambassadors which include Gaël Monfils, Sam Stosur and Johanna Konta, amongst others.



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<sup>1</sup> NPD Sports Tracking Europe: PoS, adult tennis footwear, 12 ME September 2015.



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Belgian **David Goffin** finished the 2015 season as the ATP world #16, becoming the highest ranked Belgian tennis player in history. At just 25 years old, he has an exciting career ahead of him. Having broken into the world top 30 in 2014, he was voted as the ATP 'comeback player of the year' by his fellow players, showing the respect his peers have of his talents.

**Commenting on the partnership with ASICS, Goffin said,** "I am delighted to have signed with ASICS as I look to build on a strong 2015 season. Representing my country in the final of the Davis Cup was an honour. It will act a further motivation to continue to improve in the new season. With the backing of ASICS, and their heritage in creating technologically advanced tennis footwear and apparel, I'm really excited about the 2016 season."

2015 was the fourth time that German **Julia Goerges** had a top 50 season, showing that she has the ability to consistently perform at the highest level. Having ended the 2012 season at a career high WTA #18, Goerges suffered a temporary loss of form. However, in 2015 her determination was evident as she climbed the rankings, reaching the 4<sup>th</sup> round of both Roland Garros and the Australian Open.

**Commenting on the partnership with ASICS, Goerges said,** "2015 was a real comeback year for me and with the help of ASICS in 2016 I am very excited about what the year holds. As the number 1 ranked tennis footwear brand in Germany, the expertise and knowledge will be key to helping me accomplish my goals in 2016 and beyond."

**Alistair Cameron, Executive Officer of ASICS Corporation, commented,** *"As the fastest growing tennis footwear brand in*



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*Europe and the number one tennis footwear brand in France, Italy, Spain and Germany, we are delighted to welcome David, and Julia into the ASICS tennis family. We excited about providing them with the latest performance footwear and apparel and helping them develop into the next stages of their careers.*

*Tennis is a key category for ASICS, as demonstrated by the 41% growth in tennis apparel and 16% growth in tennis footwear sales in 2015 in Europe Adding these two top players to our existing roster of global tennis ambassadors will help us build on the successes of 2015 and further cement our strong position in the tennis market in 2016, and beyond".*

### **ENDS**

Note to editors:

ASICS other global tennis ambassadors include:

**Male:** *Gaël Monfils (France), Philipp Kohlschreiber (Germany), Vasek Pospisil (Canada), Steve Johnson (USA).*

**Female:** *Johanna Konta (UK), Samantha Stosur (Australia), Coco Vandeweghe (USA), Daria Gavrilova (Australia).*

