



ASICS to Become Global Development Partner of The International Triathlon Union

ASICS announces that it has concluded a multi-year global agreement to become a Global Development Partner of The International Triathlon Union (ITU). The contract took effect March 1, 2018.

This contract was made possible by ITU's confidence in ASICS' strong commitment to promote and develop triathlon globally.

The ITU has created a global development programme setting out the goals that will impact all areas of the sport around the world over the coming years. The 2018-2021 strategic plan takes a step forward with the new global partnership with ASICS, which provides essential support to the ITU development programme both financially and in terms of sporting equipment.

Among the programme's key areas of focus are greater empowerment of national federations, helping them to achieve their goals with greater self-sufficiency, and assisting new and emerging federations to establish themselves on the world stage.

In regions where triathlon has yet to establish itself, ITU is making concerted efforts to strengthen the national federations, provide strategic leadership and promote the sport at all levels. In the areas where triathlon is already strong, ITU will consolidate existing programmes and ensure that everything necessary is in place to allow the national federations to continue unearthing new talent and providing the conditions and performance equipment for them to thrive.

Building on that solid foundation, competition bidding and hosting, the development of new talent as well as coaching, performance, technical and administrative personnel and systems can all flourish under the global leadership of ITU.

"ITU is delighted to welcome ASICS as the new naming global partner in triathlon development as we continue to grow our sport around the world across the Tokyo 2020 Olympic cycle and beyond," said ITU President and IOC Member Marisol Casado. "The comprehensive 2018-2021 strategic development plan is designed to maintain the current upward trajectory of

Anima Sana In Corpore Sano, meaning "A Sound Mind in a Sound Body," is an old Latin phrase from which ASICS is derived and the fundamental platform on which the brand still stands. The company was founded more than 60 years ago by Kihachiro Onitsuka and is now a leading designer and manufacturer of running shoes, as well as, other athletic footwear, apparel and accessories. For more information, visit www.asics.com.



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the sport of triathlon and this partnership allows us to reach further than ever in that quest.”

“We are thrilled to be able to support the ITU as a Global Development Partner,” said Motoi Oyama, Chairman, President & CEO of ASICS Corporation. “We at ASICS are committed to improving lives through sport by helping athletes around the world get moving and feel the benefits of being stronger, happier and sharper everyday.”

About ASICS

ASICS Corporation is a global designer and manufacturer of sporting goods including performance athletic footwear, apparel and accessories. The company was founded in 1949 by Kihachiro Onitsuka. Inspired by the old Latin phrase “Anima Sana In Corpore Sano”, meaning “A Sound Mind in a Sound Body”, his vision was to promote the health of young people through sport. A True Sport Performance Brand, ASICS remains committed to this philosophy today.

About ITU

The International Triathlon Union (ITU) is the governing body for the sport of triathlon and all related Multisport disciplines, including Duathlon, Aquathlon, Cross Triathlon and Winter Triathlon. ITU was founded in 1989 at the first ITU Congress in Avignon (France). It has headquarters in Lausanne (Switzerland) and offices in Madrid (Spain) and Vancouver (Canada). It now has 172 affiliated National Federations on five continents and it’s the youngest International Federation in the Olympic Games. Triathlon was awarded Olympic Games status in 1994 and made its Olympic debut in Sydney 2000. Triathlon is also features in the Commonwealth Games, Asian Games and Pan American Games, among others. Paratriathlon was accepted into the Paralympic Games in 2010 and made its debut in Rio 2016. ITU is proudly committed to supporting development of the sport worldwide through strong relationships with continental confederations and national federations, working with all partners to offer a balanced sport development programme from grassroots to a high-performance level. For more info visit: www.triathlon.org

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