



ASICS and World Triathlon Renew Partnership Through 2028

[9th Feb-Kobe, Japan]- ASICS and World Triathlon are delighted to announce the renewal of their partnership agreement and ASICS's six-year commitment (2023-2028) as an Official World Triathlon Partner. Together with World Triathlon, ASICS will continue contributing to further development of triathlon around the globe.

ASICS has long been a supporter of triathlon and concluded a partnership with the International Triathlon Union (previous name) in 2018. The official partner contract was made possible by World Triathlon's confidence in ASICS' strong commitment to promote and develop triathlon globally.

As an Official World Triathlon Partner, ASICS will introduce its event registration platform such as Race Roster for World Triathlon events and also support participants including by providing uniforms and ensuring smooth operation of events. The athletes will be able to not only register for races and receive results, but also receive personal training plans, other race information, and product recommendations. ASICS aims to create a more efficient environment and better experience for the World Triathlon Family. (Registration to the OneASICS membership program is required to enter through the Race Roster platform.)

Marisol Casado, World Triathlon President and IOC member commented: "We are beyond excited to renew our partnership with ASICS, one that has proven to be a great success for both organizations. For us it is key to have partners that not only support our sport, but also invest in the future of triathlon and our athletes. Partnering with a leading company like ASICS will allow us to expand our reach, and will bring a bright future for our sport, with both of us committed always with universality and diversity and further developing triathlon and the younger athletes."

Yasuhito Hirota, President, CEO and COO, Representative Director, ASICS Corporation commented: "We enjoy a great relationship with World Triathlon and the World Triathlon family. Our renewed partnership will focus on enhancing race experiences for all levels of triathletes through the introduction of our technology and support athletes' development, including para triathlon."

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« For Reference: Press Release »

ASICS to Become Global Development Partner of The International Triathlon Union
<https://corp.asics.com/en/press/article/2018-03-01-1>

