

INTERNATIONAL SKATING UNION

HEADQUARTERS ADDRESS: AVENUE JUSTE-OLIVIER 17 CH 1006 LAUSANNE SWITZERLAND
TELEPHONE (+41) 21 612 66 66 TELEFAX (+41) 21 612 66 77 E-MAIL: media@isu.ch

Press release

May 16, 2017

ISU announces Audi as new title sponsor of the Audi ISU World Cup Short Track Speed Skating 2017/18

The International Skating Union (ISU) is proud to announce that Audi has been named title sponsor of the Audi ISU World Cup Short Track Speed Skating 2017/18. The agreement was reached between FAW-VW Sales Company, Beijing Malon Sports and the ISU.

The Audi ISU World Cup Short Track 2017/18 will be composed of the following four competitions which will also serve as qualifying events for the Olympic Winter Games 2018:

September 28 – October 1 st , 2017	Budapest, Hungary
October 5 – 8, 2017	Dordrecht, The Netherlands
November 9 – 12, 2017	Shanghai, China
November 16 – 19, 2017	Seoul, Korea

The ISU President Jan Dijkema stated “The ISU is very pleased with this new partnership and we very much look forward to working with our new title sponsor FAW-VW Audi. Audi is synonym of performance and quality, and FAW-VW Audi’s decision to become an ISU sponsor is a recognition of the attractiveness of Short Track Speed Skating and of the ISU World Cup series. We strongly believe that the relationship will be mutually beneficial. FAW-VW Audi’s sponsorship will start with the all-important Short Track Speed Skating Olympic Qualifying events which is a perfect timing for both parties”.

FAW-VW Audi commented: Audi has always been a strong supporter of winter sports and is extending its commitment to a new level. To promote Short Track Speed Skating and to popularize its practice, FAW-VW Audi officially reached a strategic cooperation with the International Skating Union and has become the title sponsor of the Audi ISU World Cup Short Track Speed Skating 2017/18.

The combination of ISU sports and artistic charm align with the brand values of Audi “progressiveness, sophistication and sportiness”. It is this common pursuit that closely links Audi with winter sports.

As a title sponsor, FAW-VW Audi aims to contribute to the growing success of Short Track Speed Skating and is looking forward to be part of these thrilling competitions. Short Track Speed Skating has become one of the most exhilarating Winter Olympic sports and FAW-VW Audi intends to play an important role by providing its experience, professionalism and vision to further develop the Audi ISU World Cup Short Track Speed Skating series.

INTERNATIONAL SKATING UNION

HEADQUARTERS ADDRESS: AVENUE JUSTE-OLIVIER 17 CH 1006 LAUSANNE SWITZERLAND
TELEPHONE (+41) 21 612 66 66 TELEFAX (+41) 21 612 66 77 E-MAIL: media@isu.ch

About FAW-VW

FAW-Volkswagen Automobile Co. Ltd. was established in 1991, which is a large-scale joint venture passenger car manufacturer between FAW Group Corporation, Volkswagen AG, Audi AG and Volkswagen Automobile (China) Investment Co.

For further information please contact:

Selina Vanier

ISU Communications Coordinator E-mail: media@isu.ch

Tel: +41 21 612 66 66