

NISSAN



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Press Release

'Nissan Al Babtain' receives Award for their local integration of Nissan being an official sponsor of the UEFA Champions League

KUWAIT – October 01 2017:- Abdulmohsen Abdulaziz Al Babtain Co. the exclusive agent of Nissan vehicles in the State of Kuwait has been awarded by Nissan Gulf FZCo, in recognition for their local integration of Nissan being the automotive sponsor of the UEFA Champions League.

The UEFA Champions League is Europe's top football club competition and the most popular annual sports event in the world, followed by millions of fans in the Middle East. As the UEFA Champions League excites football fans across the globe with thrilling football action and Nissan excites people with their innovative and stylish designed vehicles, UEFA is the ideal strategic partner to create exciting and memorable moments as part of an 'Engineers of Excitement' platform for fans of both worlds. Therefore, Nissan Motor Co. Ltd. signed a partnership contract with the UEFA Champions League from 2014/15 – 2017/18 season.

Throughout the last three years, Nissan Kuwait has heavily invested in this partnership, providing their fans and football enthusiasts with memorable experiences to witness the football action live in Europe during UEFA Champions League Final matches in Berlin 2015, Milan 2016 and Cardiff 2017. Customers and followers of Nissan Al Babtain's social media sites had the chance to win all expense paid trips to the most anticipated game of every season – the UEFA Champions League Final – through raffle draws and interactive online competition such as guessing the number of footballs placed in a Nissan Kicks, a Treasure Hunt or uploading a video of their football skills on social media. By transforming the entrance of the Nissan showroom in Al Rai to a soccer

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Abdulmohsen Abdulaziz Al-Babtain Co. W.L.L.

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field and creating a sports corner, Al Babtain also brought the stadium atmosphere of a UEFA Champions League game to Kuwait.

Soccer is the most popular sports in Kuwait, which incidentally, is home to many football clubs, including the Ultimate Soccer Academy. Aligned with Nissan's global direction, Nissan Al Babtain is a partner of the Ultimate Soccer Academy, supporting and encouraging the youth in Kuwait in sports involvement and regional league exposure.

During the award ceremony Mr. Nasser Wattar President & CEO, Nissan Gulf FZCo, who presented the award to Nissan Kuwait, stated "Abdulmohsen Abdulaziz Al Babtain Co. has always been a leader and best practice example regarding the integration of sponsorships in this region and supporting the youth in Kuwait through collaborations with KidZania, Red Bull and Ultimate Soccer Academy. Being a partner of the UEFA Champions League is one of Nissan's greatest sponsorship globally and through Brand campaigns and engaging activations, Al Babtain has increased the awareness of the UEFA Champions League partnership in Kuwait and provided customers with exciting experiences".

The Group Stage of the UEFA Champions League Season 2017/18 has kicked-off on September 12th 2017, and one can expect that Al-Babtain will also conduct exciting activities and campaigns during the upcoming UEFA Champions League season.

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