

## An agreement in the name of sustainability

*Ford becomes an official partner of the 2022 edition  
of the Nitto ATP Finals and the Intesa Sanpaolo Next Gen ATP Finals*

Rome, 12 July 2022 - The Italian Tennis Federation is pleased to announce that it has reached a partnership agreement with Ford which will become an Official Partner of the 2022 Nitto ATP Finals and of the 2022 Intesa Sanpaolo Next Gen ATP Finals.

Ford will supply vehicles to be used at the Turin and Milan events for the transport of players and staff. The vehicle pool will be composed entirely of electric or hybrid cars, including the outstanding Mustang Mach-E model.

### **Marco Martinasso, General Director of Fit Servizi:**

“We have chosen Ford as our official partner for the Turin and Milan events as we have a common vision aimed towards achieving performance in a sustainable manner. Together we intend to make the Nitto ATP Finals a completely carbon neutral event and the collaboration of a partner such as Ford that already offers the market a wide choice of electric and hybrid vehicles, represents a fundamental factor in the implementation of our strategy. Furthermore, Ford is synonymous with research and excellence, and these values are perfectly aligned with those of the Nitto ATP Finals and the Intesa Sanpaolo Next Gen ATP Finals”.

### **Fabrizio Faltoni, President and CEO of Ford Italia:**

“The blue oval side by side with the Italian Tennis Federation logo as we both share the values and principles of this sport and welcome the idea of creating an event under the banner of performance and sustainability. To achieve this aim we intend to make available for both these sporting events a range of electric and hybrid vehicles of low environmental impact, including the top of the range Mustang Mach-E model, a name that embodies the essence of performance with an awareness of the planet in which we live. In this way we reiterate that Ford’s commitment to tomorrow’s mobility is always in function of a cleaner environment, as confirmed by our corporate strategy that plans to launch seven new 100% electric vehicles by 2024”.

TITLE PARTNER

HOST PARTNER

PLATINUM PARTNERS

PROMOSSO DA