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For immediate release

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Chelsea FC Concludes Successful Season that included the Premier League Title

Yokohama Rubber is proud shirt partner of the champions

London's Chelsea Football Club, for which Yokohama Rubber is an official shirt partner, has concluded its highly successful 2016-17 season, which included capturing the league title of the English Premier League for the second time in three years and the sixth time overall and finishing second in the FA Cup tournament. The YOKOHAMA logo across the breast of the team jersey attracted fan attention throughout the season, helping increase the global recognition of the YOKOHAMA brand.

Under Manager Antonio Conte, this season's Chelsea FC attacked opponents using a new formation that contributed to stably strong performances resulting in victory after victory. Established in 1905, Chelsea FC is one of the England's most famous football clubs. In addition to its championships in England's Premier League, Chelsea FC has won seven FA Cups. It has also won all three of the UEFA's major club competitions, including two UEFA Cup Winners' Cups, the UEFA Champions League in 2012, and the UEFA Europa League in 2013.

Aiming to raise global awareness of its YOKOHAMA TYRES brand and expand sales around the world, in 2015 Yokohama Rubber entered into a five-year partnership with the Chelsea FC, a team with an avid worldwide fan base. Since then, YOKOHAMA's brand awareness has steadily increased. Chelsea's strong results over the past year, the second year of the agreement, have generated a steady stream of favorable comments on corporate SNS and other media, providing further indication of progress in securing high brand awareness on a global scale.



Chelsea FC, celebrating the championship in England's Premier League

Upcoming matches

Pre-season matches

- July 22, 2017 vs Arsenal at Beijing's National Stadium (aka the Bird's Nest)
- July 25, 2017 vs Bayern Munich at Singapore's National Stadium
- July 29, 2017 vs Inter Milan at Singapore's National Stadium