

Aug 25, 2016

Panasonic Becomes Gold Partner of the Tokyo 2020 Paralympic Games

Osaka, Japan - Panasonic Corporation, a Worldwide Paralympic Partner of the International Paralympic Committee, announced today that the company has signed a contract with the Tokyo Organizing Committee of the Olympic and Paralympic Games to support the Tokyo 2020 Paralympic Games as a Tokyo 2020 Paralympic Gold Partner.

For 16 years from the Nagano 1998 Paralympic Winter Games to the Sochi 2014 Paralympic Winter Games, Panasonic supplied audio-visual equipment to the Paralympic Games. In October 2014, Panasonic became the first Japanese company to become a Worldwide Paralympic Partner of the International Paralympic Committee and has served the cause of peace and prosperity in the world as well as promotion of sports for persons with impairments.

As a Worldwide Olympic Partner, Panasonic's product category is Audio-visual Equipment, Home Appliances and Electric Bicycles. Under the terms of its agreement with the Tokyo 2020 Organizing Committee, Panasonic's partnership category includes the above products and certain Care Products such as bathroom, vanity, The Shower, and home elevators for the elderly and persons with impairments as well as the Power Assist Suit. The agreement grants Panasonic marketing rights for the Tokyo 2020 Paralympic Games and Japan's national Paralympic Team.

The company will continue to contribute to the promotion of the Paralympic Movement and strive to create an inclusive society for persons with impairments through supporting Paralympics, while also offering products and services accessible to everyone, including the elderly and persons with impairments.

Products Information

- Power Assist Suit: <http://activelink.co.jp/en>

[Overview]

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| Agreement program | Tokyo 2020 Sponsorship Program Tokyo 2020 Paralympic Gold Partner |
| Category | Audio-Visual Equipment, Home Appliances, Electric Bicycles, Care Products (bathroom, vanity and home elevators for the elderly and persons with impairments, The Shower) and Power Assist Suit |
| Region | Japan* |
| Term | 25 August 2016 through to 31 December 2020 |
| Sponsored Games | The Tokyo 2020 Paralympic Games |
| Support to Japan's Paralympic Team | The Rio 2016 Paralympic Games The PyeongChang 2018 Paralympic Winter Games The Tokyo 2020 Paralympic Games |

* Region of this contract is Japan, but the logo usage is global based on the contract with IPC

About Panasonic

Panasonic Corporation is a worldwide leader in the development of diverse electronics technologies and solutions for customers in the consumer electronics, housing, automotive, enterprise solutions and device industries. Since its founding in 1918, the company has expanded globally and now operates 474 subsidiaries and 94 associated companies worldwide, recording consolidated net sales of 7.553 trillion yen for the year ended March 31, 2016. Committed to pursuing new value through innovation across divisional lines, the company uses its technologies to create a better life and a better world for its customers. To learn more about Panasonic:

<http://www.panasonic.com/global>.

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