



JAL Chosen as Official Airline of International Basketball Federation

~ JAL to support basketball competitions for achieving a more successful Tokyo 2020 ~

Tokyo August 06, 2015: Japan Airlines (JAL) has signed a FIBA Global Partnership Agreement with the International Basketball Federation (FIBA) to become its Official Airline between August 2015 and December 2016.

As FIBA's Official Airline, JAL will be actively supporting basketball competitions held worldwide ahead of the Summer Olympics in Rio de Janeiro in 2016, acting as a global partner of Continental Championships and Rio Olympic preliminary round matches sponsored by FIBA and FIBA continental confederations.

JAL has been actively involved in promoting basketball in Japan as a partner of Japan Basketball Association since 2000. The airline is providing safe and comfortable air transport services and supporting Japan's national teams who challenge themselves against the world's top teams. With more than 450 million basketball players globally, basketball has become one of the world's most popular sports. Supporting basketball on a global scale will contribute to further promoting this sport, the airline decided to cosponsor FIBA competitions.

By signing this global partnership agreement, JAL will extend its full support in transporting FIBA personnel using the airline's experience accumulated in Japan. Additionally through supporting FIBA's Continental Championships, the airline will deliver and convey the distinct and uniquely Japanese values of the JAL Brand, "Tradition, Innovation and the Spirit of Japan," to customers worldwide.

"Basketball is one of the most popular sports in the world with fans in every corner of the globe. We are very happy to be able to support the game of basketball on a global scale," said Yoshiharu Ueki, President of Japan Airlines. "Japan Airlines is an Official Airline Partner of the Tokyo 2020 Olympic Games and we hope to use the synergies of both properties to their fullest potential to promote the beautiful game of basketball from Japan to the world."

JAL believes that the power of sports, which deliver dreams, hope and courage to people, will activate society and contribute to the peace of world. In addition to basketball, JAL will be striving to support different kinds of sports in order to contribute to a greater success of Tokyo 2020.



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【Contract summary】

Contract programme	FIBA Global Partnership Programme
	Global Partner (Passenger air transportation services)
Outline	As Global Partner, JAL will have comprehensive marketing rights across all of FIBA's competitions – men's, women's and youths', both at world and regional levels.
Period	From August 06, 2015 to December 31, 2016
	2015
	2015 FIBA Americas Championship
	2015 FIBA Asia Championship
	2015 FIBA EuroBasket
	2015 FIBA Asia Women's Championship
Coverage	2016
	2016 FIBA Olympic Qualifying Tournament Men
	2016 FIBA Olympic Qualifying Tournament Women
	2016 FIBA U17 World Championship Men
	2016 FIBA U17 World Championship Women
Territory	Worldwide

About FIBA

FIBA (fiba.com) - the world governing body for basketball - is an independent association formed by 215 National Basketball Federations throughout the world. It is recognised as the sole competent authority in basketball by the International Olympic Committee (IOC).

For further information about FIBA visit fiba.com or follow FIBA on [facebook.com/fiba](https://www.facebook.com/fiba), twitter.com/fiba and [youtube.com/fiba](https://www.youtube.com/fiba).



About Japan Airlines

Japan Airlines (JAL) was founded in 1951 and became the first international airline in Japan. A member of the **oneworld®** alliance, the airline now reaches more than 305 airports in 51 countries and regions together with its codeshare partners with a modern fleet of more than 220 aircraft. JAL Mileage Bank (JMB), the airline's loyalty program, has reached over 29 million members worldwide. Awarded the most punctual major international airlines in 2009, 2010, 2012 and 2013, JAL is committed to providing customers with the highest levels of flight safety and supreme quality in every aspect of its service, and aims to become the most preferred airline in the world.



For more information, please visit <http://www.jal.com/en/outline/>

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