



## **TOYOTA SOUTH AFRICA AND KAIZER CHIEFS: A PERFECT FIT**

- **TSAM solidifies its partnership with Chiefs to include Jersey Branding**

Toyota South Africa Motors (TSAM) and Kaizer Chiefs Football Club are pleased to announce that their existing partnership agreement will now include the manufacturer's logo on the Amakhosi jersey. The Toyota logo will be emblazoned on the left sleeve of the shirt and will either be black, gold or white – depending on the colour of the shirt.

Amakhosi will start wearing the newly branded jerseys from 26 February when they take on Baroka FC in a DStv Premiership clash at the Peter Mokaba Stadium in Polokwane.

According to TSAM's Senior Vice President of Sales and Marketing, Leon Theron: "Toyota and Kaizer Chiefs have been in partnership for only five years, yet it feels like we have been on this journey forever. It all started in 2017 when we became the official motor vehicle supplier to Amakhosi – a commitment which was meant to last three years.

"Fast forward to 2022, that collaboration has not waned – on the contrary, we are solidifying our partnership. We are excited that we will now have our Toyota logo emblazoned on the sleeve of Chiefs shirts. Moreover, we could not be more excited as the replica jersey – with similar branding – will soon be available at stores nationwide."

The existing partnership saw Toyota providing the Club with 20 vehicles to meet all Kaizer Chiefs' transportation requirements at inception. With the updated deal, TSAM has added an additional 10 vehicles to the Chiefs fleet – all branded in the famous gold and black colours of Amakhosi. The fleet ranges from hatchbacks, sedans, SUVs, bakkies to panel vans and minibuses. The new deal will also have a sizeable cash component which will help the Club with its day-to-day operations.

Kaizer Chiefs Marketing & Commercial Director expressed her delight over this new multimillion-rand sponsorship deal that has been signed with Toyota SA.

“It is thrilling for us to once again align with a multinational company such as Toyota, that is so prevalently invested in the growth of sport in South Africa and the world,” says Jessica Motaung. “Our partnership is an example of how two brands who are trusted by their customers/supporters can come together in order to deliver value for each other and we have no doubt that this new positioning will see us continue to deliver for each other.

“We are looking forward to more exciting collaborations with team Toyota and we will again work toward taking millions of our supporters with on this journey. We will soon be announcing some great initiatives that will benefit them when they return to stadiums and on digital platforms. This way we will continue to ‘lead the way.’”

Kaizer Chiefs and Toyota will take some key learnings from the last five years and enhance Amakhosi supporters experience and engage for the duration of the partnership.

“We are truly grateful to Kaizer Chiefs that they have afforded us a platform to realise some of our ideals through our shared values. We hope that our association can grow from strength to strength and that we continue to be significant players both on and off the field,” Theron concludes.

~ Ends ~

#### ENQUIRIES

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