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27 October 2016

Launch of the Third Annual Toyota Mekong Club Championship

Leading football clubs across five Mekong countries will battle for the championship title and cash prizes worth US\$173,000

27 October 2016 - Toyota Motor Asia Pacific Pte Ltd (TMAP) is proud to announce the official launch of the highly anticipated Toyota Mekong Club Championship football tournament. Winners of the local leagues in Cambodia, Laos, Myanmar, Thailand and Vietnam will represent their respective countries and vie for the championship title in Toyota Mekong Club Championship 2016. The total prize money for this year's tournament is US\$173,000 of which US\$75,000 will be presented to the overall champion.

The Toyota Mekong Club Championship matches will be held from 5 November 2016 to 8 January 2017 in each of the five Mekong countries with the inaugural match to be played in Laos on 5 November 2016. While Laos, Myanmar and Vietnam battle for a semi-final spot, Cambodia will go straight to the semi-final as it was runner-up in last year's tournament. Similarly, Thailand will proceed directly to the finals as it was overall champion in 2015.

Based on feedback received from fans, some changes to the format of the tournament have also been made this year. For even greater enjoyment amongst fans, two finals matches will be played instead of just one as in previous years. This means that the winner of the semi-final match will play against Thailand on 4th January 2017 in their home country and on 8th January 2017 in Thailand.

Additionally, all matches will be broadcasted by local TV networks. With the support of official sponsors, the semi-final and finals will also be streamed 'live' online for the first time this year. This will allow more people to enjoy the championship and to support their local clubs from anywhere around the world.

The five clubs that will play for the 2016 championship title are Boeung Ket Angkor FC (Cambodia), Lanexang United FC (Laos), Yadanarbon FC (Myanmar), Buriram United FC (Thailand) and SHB Da Nang FC (Vietnam).

"Over the past two years, the championship has seen a wider audience and I hope to see its continued growth. The Toyota Mekong Club Championship is more than just a football tournament. It is our hope

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that this championship will provide a platform for the players to pursue their passion, develop their skills and contribute to the development of local sports culture,” said Kyoichi Tanada, Managing Officer of Toyota Motor Corporation and President of Toyota Motor Thailand. “Initiatives such as this are a part of Toyota’s commitment to continue to strengthen our long-standing partnership with local communities and to contribute to their sustainable development,” he added.

About the Toyota Mekong Club Championship

The Toyota Mekong Club Championship is a football tournament among champions from Mekong countries initiated by Toyota Motor Asia Pacific in 2014 under the Toyota Mekong Football Project. It was founded to combine the passion and energy of football with Toyota’s constant pursuit to bring ‘ever-better’ cars to customers. Bringing sustainable, innovative and exciting solutions to every country has been a key focus for Toyota.

Toyota’s aim is to go beyond delivering ever-better cars and become a ‘Best Partner’ for each country. To this end, Toyota aims to enrich the lives of the communities in the Mekong region including Cambodia, Laos, Myanmar, Thailand and Vietnam by supporting and furthering the development of the planet’s most popular game.

In Asia, Toyota has more than 200 initiatives that strengthen local communities through Arts & Culture, Healthcare, Community, Education, Environment, Road Safety and Sports. Some examples of Toyota’s initiatives in the region include the Toyota Classics Concert where all concert proceeds go to local charities; and the Regional Safety Campaign that advocates the importance of the seatbelt.

For more information, please visit the official Toyota Mekong Football website at <http://toyotamekongfootball.com/>.

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About Toyota Motor Asia Pacific Pte Ltd (TMAP)

Toyota Motor Asia Pacific is incorporated in Singapore and is the regional headquarters of its sole shareholder, Toyota Motor Corporation, in respect of distribution in the Asia Pacific region and regional treasury activities. The principal activities of TMAP are marketing and sales of motor vehicles, component parts, service parts and accessories as well as after sales customer service.

As the sponsor of the AFC Asian Cup and other local football tournaments such as the Toyota Thai League, this latest sponsorship is another example of Toyota's support for the development of football globally and in the Mekong region.

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