

Nissan is "Official Automotive Partner" of the Orange AFCON 2013 and 2015

Nissan has signed an exclusive sponsorship agreement for the Orange Africa Cup of Nations to be hosted in South Africa in 2013, and in Morocco in 2015, thus becoming the "Official Automotive Partner" of both events.

Nissan, which sponsors diverse sporting activities, already has a keen interest in football through its South African affiliate's sponsorship of local premier league club Kaizer Chiefs.

"Nissan's association with Afcon, which attracts a large following throughout the continent, provides a powerful platform to build our brand," said Mike Whitfield, MD of Nissan South Africa.

"As the automotive partner of the 2013 and 2015 events, we are particularly pleased to be involved in football, a sport that touches the heart of many and reaches across the continent", he said, adding that: "Nissan's brand values campaign 'Innovation that Excites', is aimed at inspiring a Nissan following through its diverse vehicle range. This parallels with football, a sport infused with excitement, drawing supporters who are attracted by the skill and performance of its diverse players."

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