

KYB Enters Sponsorship Agreement with the FIA World Rallycross Championship EKS

KYB Corporation has announced that it has entered a sponsorship agreement with EKS on June 26, 2017.

Through this agreement, KYB will aim to increase awareness of the KYB brand and expand its sales promotions for electronic power steering (EPS) used in motorsports.

The KYB logo will be visible on both the EKS racecar and service truck when the team participates in the FIA World Rallycross Championship (WRX).



Signing ceremony, June 26, 2017



EKS Racecar

EKS has been competing in the WRX since 2014. In the 2016 season, the team ace driver Mattias Ekström won the drivers' World Championship and EKS won the teams' Championship-raising hopes for the team's future prospects.

KYB has been providing the team with EPS since 2015, and continue its technical support.

◆ Outline of EKS

Team Name: EKS

Location: Stockholm, Sweden

Representative: Klas Boman, CEO

URL: <http://www.eksrx.com/>

Note: EKS has been receiving full factory support from AUDI Sport starting in the 2017 season.

◆ FIA World Rallycross Championship (WRX)

One of the authorized World Championship by the Fédération Internationale de l'Automobile.

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