

KEVIN ANDERSON WINS FIRST ATP 500 TITLE AND QUALIFIES FOR FIRST ATP FINALS

Kevin Anderson first title with new CX 200 Tour 18X20 Racket

FOR IMMEDIATE RELEASE

October 29, 2018. World number 6 Kevin Anderson celebrated his biggest career title yesterday in Austria by winning the ATP 500 Erste Bank Open in Vienna. Anderson powered to victory over Kei Nishikori winning 6-3, 7-6(3) to lift his second trophy of 2018 and the 5th title of his career.

This victory was also enough to book him a place in the season ending ATP Finals in London for the first time where he will be among the 8 best players in the world competing for the title.

Kevin's recent success has coincided with him switching rackets to Dunlop's new CX 200 Tour 18x20 racket, the design of which he collaborated on with Dunlop and is scheduled for a global market release on 1st November 2018.

The big-serving South African has worked closely with Dunlop to develop the premium performance racket that provides him with increased control and allows for more aggressive shots without fear of overhitting.

"As a tennis player, the racket is the single most important piece of equipment to me," said Kevin Anderson. "I've worked very closely with Dunlop to ensure that the racket is perfect for me and helps me to do what I love doing most, winning tennis matches. The game is changing all the time and I need to make sure the racket I'm using allows me to perform to the best of my ability."

Powered by Srixon technology, the CX 200 Tour 18x20 racket, RRP €239.95, comes in a stylish black and red colourway with the iconic 'Flying D' Dunlop logo present across the strings. It is designed for advanced players who are looking for a premium racket which allows them to express themselves and provide increased power from off-centre hitting.

The racket gives players the platform to play with more confidence. Dunlop has developed the racket to have a 30% larger sweet spot than traditional rackets. With the game continuing to evolve, players are increasingly coached to play with more spin and as a result, are hitting the ball more towards the top of the racket. While many performance rackets are underpowered towards the top of the frame, the CX 200 Tour 18x20 has been developed to tackle that problem and perfectly fit the needs of the modern player.

"We're delighted to see Kevin win his biggest title of his career and book his place in the ATP Finals at the same time," said Kiyoshi Ikawa, Head of Product Planning & Promotion for SRI, the owner of the Dunlop brand. "He continues to be a real force on the ATP Tour, reaching two Grand Slam finals using Dunlop rackets and his insight into what the modern player looks for in a racket was incredibly valuable to us when developing the new line of CX Series rackets. Ours and Kevin's shared love for tennis makes for a great partnership and we hope that he inspires players of all ages and abilities to pick up a racket and play the game."

The CX 200 Tour 18x20 racket is part of Dunlop's new CX Series range of rackets which comprises six performance rackets. Harnessing the latest technology [see *Notes to Editors*], the range has something for everyone and is designed to provide rackets for players of all ages and abilities. The launch is part of an exciting new era under new ownership for Dunlop, who recently became the official ball partner of the Australian Open and announced that tennis icon Rod Laver will return as an ambassador for the brand.

Prices of the CX Series range from €199.95 to €239.95. The CX 200 Tour 18x20 model will be released on 1st November 2018. The full CX Series range will be released on 1st January 2019. Visit www.dunlopsports.com to find your nearest retailer.

ENDS



NOTES TO EDITORS:**THE TECHNOLOGY BEHIND THE RACKETS:****SONIC CORE™ MADE WITH INFINERGY® BY BASF**

The CX Series range's increased power is derived partly from the design of the frame. Sonic Core made with Infinergy® by BASF allows users to hit harder, cleaner shots due to increased rebound properties upon the ball impacting with the racket. Infinergy® is the world's first E-TPU (expanded thermoplastic polyurethane) developed by BASF and is a very light, super-elastic material.

Players can enjoy greater comfort as Sonic Core made with Infinergy® reduces impact shock by reducing vibration. During testing, Dunlop found that the utilisation of this technology increased the damping ratio by 37% when compared with standard carbon fibre rackets.

POWER GRID STRING TECH

Complementing the frame, the strings have been developed with POWER GRID STRING TECH which offers a pattern that's dense in the middle of the racket and wider at the top. This redesign is to create more even power distribution, especially towards the top of the racket which is utilised more often by the modern-day player.

The overall string grid area has been increased by 22% by making the main strings 10% wider and cross strings 11% wider. This results in greater string movement, allowing more power and spin generation. The grid area in the centre of the racket has been concentrated by reducing the cross string spacing by 7% to give players more control.

Working in tandem with the redesigned frame, these subtle changes contribute to a 30% larger sweet spot and allows users to play with more confidence, particularly on off-centre hits.

NEW FRAME GEOMETRY

Dunlop has expertly worked on the geometry of the frame, with a thinner front edge enabling more frame compression and an increased sweet spot. The shape of the frame has also been designed with the modern player in mind, with sharper angles making it easier to cut through the air to reach shots.

FLYING D DESIGN CONCEPT

All CX Series rackets utilise the FLYING D design concept to ensure the same look and feel across the whole range. The rackets have black matte frames and contain red detailing to align with the instantly recognisable Dunlop FLYING D logo. The objective is to use one core design strategy that will extend to all Dunlop racket sport ranges and provide easy brand recognition for consumers.

ABOUT THE DUNLOP CX SERIES RANGE:

CX 200 TOUR 18x20 – Provides ultimate control and is designed for advanced players with big swings. The racket has excellent feel and allows for aggressive shots without fear of over hitting. Endorsed by Kevin Anderson.

CX 200 TOUR 16x19 – Designed for advanced players with big swings, this provides increased control and spin. The racket has excellent feel and allows for aggressive shots with additional spin.

Endorsed by Max Purcell

CX 200 – Blend control with power and take control of the game with the precision of the CX 200. The racket provides extra power and spin as well as being fast and manoeuvrable, making it ideal for advanced and intermediate players.

Endorsed by Jamie Murray, Bjorn Fratangelo, Taylor Townsend, Donald Young and Misaki Doi.

CX 200+ - Has the same benefits as the CX 200 but boasts a slightly longer handle for extended reach and extra power.

CX 200 LS – A lightweight version of the CX 200, the CX 200 LS helps develop the speed and power of your game while retaining a feel and control for every shot. Designed for game improvers, advanced juniors and intermediate players.

Endorsed by Heather Watson.

CX 400 – The lightest CX model, the CX 400 provides a fusion of power, control and spin. It has the largest head size of the CX range allowing players to more easily generate shot power, ideal for those looking to improve their game.

Endorsed by Yui Kamiji.

ABOUT DUNLOP:

Dunlop is owned by Sumitomo Rubber Industries and has its headquarters in Kobe, Japan. Dunlop Tennis has a legendary history in the sport of tennis. Current players on Tour using Dunlop racquets include Kevin Anderson, Agnieszka Radwanska, Donald Young, Heather Watson, Jamie Murray, Taylor Townsend, Zarina Dijas, Kurumi Nara and U.S. legends James Blake and Michael Chang. Learn more at www.DunlopSports.com.

ABOUT SUMITOMO RUBBER INDUSTRIES:

Sumitomo Rubber Industries (SRI) was founded in 1909 in Kobe, Japan and employs over 37,000 people across the world and has sales revenue of around \$8 billion. SRI acquired the global rights to the Dunlop brand in April 2017 and owns fellow sports brands Srixon, Cleveland Golf and XXIO. SRI specialises in the tire industry but also in providing rubber-based products for many other industries such as medical, construction, marine, sports facilities etc.

