



PRESSEMITTEILUNG

Komatsu has signed a multi-year contract with Williams Racing and will become the British team's main partner in FIA Formula 1 from the 2024 season onwards

February 2024 - Dear Komatsu employees and sales partners,
Following last week's announcement of our global marketing campaign, I am delighted to share with you today the news of our global sponsorship agreement with Williams Racing as the team's main partner in Formula 1.

This multi-year agreement will bring the Komatsu brand to the attention of millions of people around the world during the 2024 FIA Formula One (F1) World Championship and beyond. Announced today at a press conference in New York City, the Komatsu logo will appear prominently on the Williams Racing 2024 car and on the driver and crew uniforms.

Our partnership with Williams Racing gives us the opportunity to reach new audiences and a wider segment of the public. Through 24 races and accompanying events in the upcoming Formula 1 season, we will increase interest in the Komatsu brand and offer employees and dealers new experiences that invite them to participate and share in the excitement.



When deciding how to invest in a global sponsorship that would best fulfil our objectives of increasing brand awareness and reaching new audiences, we looked at several options. With hundreds of millions of fans in attendance throughout the year, Formula 1 provides a truly global platform to promote our brand around the world. Komatsu and Williams Racing have a shared history and a shared vision for the future, making them the right choice for this new phase of fan engagement.

Komatsu was an important partner of Williams Racing in Formula 1 in the 1980s and 1990s, a period of great success for the team. The most notable successes were in 1996 and 1997, when Komatsu helped Williams Racing with Damon Hill and Jacques Villeneuve to the constructors' and drivers' titles respectively.

Looking to the future, both organisations look forward to building on our shared history and ushering in this new era.

Our partnership with Williams Racing is in line with our mission to create value through product and technology innovation to enable a sustainable future where people, businesses and our planet thrive together. Our shared intrinsic values will ensure that this partnership brings to life our brand message of 'creating shared value' with partners, employees, dealers, customers and racing fans on and off the track.

To see the Komatsu logo on the 2024 Williams Racing car for the first time, take a look at the Take part in the virtual live event for the official season opening on [Williamsf1.com](https://www.williamsf1.com). The launch will be broadcast live today, Monday 5 February, at 09:45 Eastern Standard Time, 23:45 Japan Standard Time, and can also be followed after this time via this link.

To learn more about the partnership's history and heritage, watch this video <https://youtu.be/sPpoDAleXWo>. To follow the partnership's activities, click here www.komatsu.jp/en/WilliamsRacing.

We look forward to an exciting future with Williams Racing and hope that all Komatsu employees and partners around the world will feel our shared pride in this valued partnership. Stay tuned for updates as we embark on this new journey and create value together.



Hiroyuki Ogawa
President and CEO
Komatsu Ltd.

Information in this press release is valid at the time of publication. Subject to technical changes.

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