



Mercedes-Benz



NOTICE

Press Information

**Mercedes-Benz to be a Title sponsor of “Japan Fashion Week in Tokyo”
Basic agreement aimed at multiple yearly contracts signed**

July 14, 2011

- **JFW in Tokyo to start anew as “Mercedes-Benz Fashion Week TOKYO”**

Mercedes-Benz Japan Co., Ltd. (hereinafter referred to as, “MBJ”; President: Nicholas Speeks; Headquarters: Minato-ku, Tokyo) and the Japan Fashion Week Organization (hereinafter referred to as, “JFW Organization”; Chairman: Masahiko Miyake; Location: Chuo-ku, Tokyo) have signed a basic agreement in regard to MBJ becoming a title sponsor of “Japan Fashion Week in Tokyo”.

The 13th “Japan Fashion Week in Tokyo (JFW in Tokyo)” to be held in October of this year will start anew as “Mercedes-Benz Fashion Week TOKYO” with MBJ as its first title sponsor.

Mercedes-Benz is the title sponsor for the world’s leading fashion weeks, such as “Mercedes-Benz Fashion Week” held in New York since 2001.

In regard to this basic agreement of sponsorship, Head of Sales/Marketing and Vice President of MBJ, Kintaro Ueno, stated that, “It is an honor to be the title sponsor of JFW in Tokyo, the greatest fashion show in Asia. Fashion and automobiles are similar in that they are both a ‘way to express your own sense of style’. Through “Mercedes-Benz Fashion Week TOKYO” we hope to convey the appeal of Mercedes to a crowd that is very sensitive to design.”

Chairman Miyake of the JFW Organization stated that, “The newly reborn JFW under the sponsorship of MBJ will embark on new endeavors. We hope to convey the appeal of Japanese fashion and creations more than ever before to the entire world from various aspects not only as a focal point of fashion but as “Tokyo”, a fun and exhilarating city.”

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●New Logo



-About the JFW Organization

"Japan Fashion Week in Tokyo" strives to effectively introduce the world to Japan's high-quality, delicate textiles and fashion creations through unity between the public and private sector, and make Tokyo a focal point of fashion trends in order to enhance the international competitiveness of Japan's fashion business. The JFW Organization started "Japan Fashion Week in Tokyo" in the autumn of 2005. It is held twice a year in the spring and autumn, and this October will mark its 13th holding. It is Japan's premier fashion event in which around 40 to 50 young and up-coming Japanese fashion designers participate each time to unveil their collections for the next season to buyers and members of the media.

-About MBJ

Mercedes-Benz Japan Co., Ltd. is a Japanese subsidiary wholly-owned by the German car manufacturer Daimler AG. It was established in 1986, which was also the 125th year since Daimler invented automobiles. Sales and services for Mercedes-Benz, smart, and Maybach products are offered to the people in Japan at authorized dealers in 204 locations throughout the nation.