

## Feature Sports Business Takes Things to the Next Level



### Mitsubishi Heavy Industries Promoting Group-Wide Company Sports Activities

Mitsubishi Heavy Industries (MHI) Group is the main sponsor of a popular professional soccer team in Japan “Urawa Red Diamonds” (Urawa Reds). Also, Japanese companies have traditionally supported amateur sports by running their own sports teams or being sponsors, and MHI as well runs baseball, rugby and marathon teams under the catchword “Mitsubishi Heavy Industries Sports Challenge.” By supporting these sports teams including Urawa Reds and accelerating their successful performance, MHI aims at enhancing the following: employee engagement, contributing to society, and enhancing its corporate brand. On January 1 this year, MHI’s marathon team took part in the annual New Year Ekiden (long-distance relay race) in Japan and finished sixth to the cheers of their supporters and marathon fans.



Collage of MHI corporate sports activities



©URAWA REDS  
Yuki Abe of the Urawa Reds



Passing the sash in the 65th New Year Ekiden (All Japan Men's Corporate Team Ekiden Championships)

For more information about the Mitsubishi companies, see “mitsubishi.com”

■ <https://www.mitsubishi.com/en/>



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