

## Sasol fuels SA Rugby with R120 million

Sasol announced Thursday that it will invest R120 million in SA Rugby over the next six years as an official team sponsor of the Springboks, the SA "A" team, the Springbok Sevens, and the under 21 team.

Sasol chief executive, Pieter Cox, launched the sponsorship in Johannesburg by unveiling the new Springbok jersey with Sasol's distinctive logo emblazoned boldly in gold across the chest and presenting it to coach Jake White and captain John Smit.

The Springboks will wear the new jersey with the Sasol logo for the first time when they play against Wales at the Millennium Stadium in Cardiff on November 6. The Sasol logo will also appear on the jersey's of the SA "A" team, Springbok Sevens, and the under 21 team over the next six years.

"Sasol is proud to be associated with the Springbok Rugby Team, a true South African icon, and is pleased to have secured this high profile sponsorship. We are confident that it will significantly boost our local and global brand exposure and awareness. Sasol is committed to SA Rugby and will support the team in continually reaching new heights and entrenching themselves at the forefront of world rugby," Cox said.

Sasol will embark on an integrated communication campaign during November comprising of a number of activities above and below the line elements with the common goal of creating awareness and rallying support for the Springbok team.

SA Rugby president Brian van Rooyen welcomed the Sasol sponsorship as a significant investment in South African rugby.

"The forthcoming tour to the UK and Argentina will immediately and visibly signify Sasol's association with the Springboks on the international stage, significantly increasing brand reach and impact. Feedback from the Springbok team and management has been very positive and we look forward to a long and successful relationship ahead," Van Rooyen said.