

JETOUR se asocia con FIBA para la Copa Mundial de Baloncesto 2027

DOHA, QATAR, September 1, 2026 /EINPresswire.com/ -- FIBA is pleased to announce Jetour as its latest partner, naming the premium automobile brand the Global Car Supplier of the FIBA Basketball World Cup 2027.

Jetour will provide official vehicles and mobility services for the tournament that will take place in the capital of Qatar, Doha, next year.



FIBA Secretary General Andreas Zagklis and Ke Chuandeng, President of Jetour International, signed the agreement in Doha on Saturday.

"We are delighted to welcome Jetour as our newest FIBA Global Supplier. This partnership aligns with the highest standards of the FIBA Basketball World Cup that we will enjoy next year in Doha, and we look forward to Jetour's contribution to the success of our flagship event," said Mr. Zagklis.

Defined by exploration, breakthrough, and fearlessness, Jetour's brand ethos resonates with the very spirit of basketball: passion, teamwork, and resilience.

Jetour has long integrated its "Travel+ Sports" strategy into regional cultures through localized partnerships, including enduring collaborations with major football clubs across the Middle East, Central and South America, and Africa. In 2025, JETOUR served as the Official Mobility Partner of the FIFA Arab Cup, providing a 400-vehicle fleet of T2 and T1 models to transport athletes, officials, and guests.

"This is a mutually beneficial partnership that creates significant value for both Jetour and FIBA," said Ke Chuandeng. "Beyond delivering professional mobility services through our robust product lineup, we are delighted to invite global fans and users to experience the unique spirit of Travel+."

Serving as the Global Car Supplier for the FIBA Basketball World Cup 2027 marks Jetour's first partnership with the highest-tier global basketball event, extending its "Travel+ Sports" concept into basketball. Beyond the tournament itself, JETOUR aims to engage with local communities and help grow basketball culture worldwide.

The FIBA Basketball World Cup 2027 will be the first edition of the competition held in the Middle East. A total of 32 national teams will compete in Qatar across 92 games. The partnership will run through the Final Phase of the FIBA Basketball World Cup 2027 in Qatar.

During this period, Jetour will provide an official vehicle fleet and related mobility services to support teams, delegations, guests and other participants.

Para obtener más información, visite: jetourglobal.com

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