

## 捷豹路虎中国与上海交响乐团达成长期战略并冠名上海交响音乐厅 Jaguar Land Rover China & Shanghai Symphony Orchestra Announce A Long-term Strategic Partnership and Naming Rights of the Shanghai Symphony Hall

在 2021 年 4 月 19 日的上海车展发布会上，捷豹路虎全球董事、捷豹路虎中国总裁潘庆宣布：捷豹路虎中国与上海交响乐团达成长期战略合作，包括上海交响音乐厅的冠名赞助等：“通过这样的跨领域携手，捷豹路虎中国将助力文化艺术领域的更多探索和尝试，深度诠释企业精神和品牌内核。”

上海交响乐团音乐总监余隆表示：“作为各自领域里的卓越品牌，上海交响乐团与捷豹路虎的跨界携手，是一次艺术和商业深入合作的有益探索。”

上海交响乐团团长周平表示：“与捷豹路虎的合作是一次奇妙的相遇，也是一个可期的未来。商业资本的进入，无限拓展了上海交响音乐厅艺术想象的空间。”

“这是一个卓越品牌与顶级传奇之间的结合。”上海交响音乐厅独家商业管理公司——Venue Asia 总裁兼首席执行官葛伯强（John Cappo）表示：“我们期待着与捷豹路虎密切合作，为中国的文化和艺术发展做出贡献。”

At the Shanghai Auto Show on April 19, 2021, Member of the Global Board of Management of Jaguar Land Rover (JLR) and President of JLR China, Pan Qing, announced that JLR China and Shanghai Symphony Orchestra (SSO) will commence on a long-term strategic partnership, including the Naming Rights of the Shanghai Symphony Hall:

“Through crossover activations and continuous explorations in the field of art and music, this multi-faceted in-depth partnership further accentuates both the corporate spirit and brand core of Jaguar Land Rover.”

"As exceptional brands in their respective fields, this cross-border cooperation between Shanghai Symphony Orchestra and Jaguar Land Rover enables unique explorations and in-depth collaborations between arts and business", said Long Yu, Music Director of SSO.

Fedina Zhou, President of SSO, stated: "The partnership with Jaguar Land Rover is a brilliant encounter with a long-term outlook, supporting the artistic development with a creative vision for the Shanghai Symphony Hall."

"This is a collaboration of refined premium brands with leading legacies. We look forward to working closely with JLR to further develop arts and culture in China" said John Cappo, President & CEO of Venue Asia - the Exclusive Commercial Management Company of the Shanghai Symphony Hall.

