HEAD Strengthens Its Presence at the 2026 Nitto ATP Finals in Turin as Official Racquet and Bronze Partner

HEAD is the Official Racquet and Bronze Partner of the 2026 Nitto ATP Finals in Turin, reinforcing its long-standing commitment to professional tennis and the global tennis community.

Three of the eight players competing at this year's season-ending tournament are representing HEAD: **Alexander Zverev, Flavio Cobolli and Rafael Jódar**.
All three compete with HEAD racquets as they take on the world's best players in the battle for the Nitto ATP Finals title.

The tournament also provides the setting for the exclusive launch of the new **HEAD Speed Sinner racquet**. Designed and engineered to bring players as close as possible to the specifications of Jannik Sinner's racquet, the new model offers tennis enthusiasts and industry professionals a first look at the latest addition to the Speed family.

HEAD will also be present in the Fan Village, where an activated court will offer visitors of all ages the opportunity to get involved in the game through on-court activities.Throughout the tournament, visitors can explore HEAD's latest product collections at the brand's 30 m² booth and take part in various activations, including meet-and-greet opportunities with HEAD athletes.

Commenting on the partnership, Ottmar Barbian, VP of Racquetsports at HEAD, said:

"We are pleased to be part of the Nitto ATP Finals in Turin as Official Racquet Sponsor and Bronze Partner. The tournament brings together the best players in men's tennis and provides an important platform to connect with the sport and its fans. With three HEAD athletes competing, the launch of the new Speed Sinner racquet and our activities on site, we look forward to contributing to this year's event and engaging with the tennis community."

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ABOUT HEAD TENNIS

HEAD TENNIS is a global provider and marketer of premium branded tennis apparel, footwear, balls and equipment. Since its launch in the 1960s when HEAD founder Howard Head first introduced the aluminum racquet, HEAD TENNIS has consistently delivered innovative engineering and performance-driven products to athletes of all competitive levels. Many of today's top and future ATP and WTA players such as Novak Djokovic, Alexander Zverev, Jannik Sinner, Taylor Fritz, Andrey Rublev, and Coco Gauff are part of the HEAD TENNIS family.

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