

Allianz SE

Group Communications and Corporate Responsibility

# Media Release

## Allianz Stadion opens in Vienna

- Allianz Austria becomes the naming-rights partner of the Allianz Stadion until 2026
- Host SK Rapid Wien wins against Chelsea FC by 2:0 at the sold-out opening ceremony
- Allianz now holds naming rights of six stadiums worldwide

Allianz is the naming-rights partner until 2026 of the new home of soccer club SK Rapid Wien, now called the Allianz Stadion, which opened last Saturday. “We are so proud to partner with SK Rapid and the club’s special needs team. Tradition and future is what unites us,” says **Christoph Marek**, board member of the Allianz Group’s Austrian subsidiary [Allianz Elementar](#), as well as a lifelong fan and supporter of Rapid Wien.

With the new Allianz Stadion, the Group further increases its engagement in sports and culture. Across the world, Allianz now holds the naming rights of six stadiums in London, Munich, Nice, Sao Paulo, Sydney and Vienna.

“There is a strong emotional aspect to be the naming right partner of a sport stadium – especially for a non-tangible brand like Allianz”, says **Oliver Kraus**, Global Sponsoring Manager at Allianz SE. “With every stadium, we’ve been paying particular attention to safety, sustainability and design.”

The Allianz Stadion incorporates a unique tube-shaped design and an innovative neighborhood protection concept to reduce noise and light emission. It has a seating capacity of 28,000, which sold out at the opening ceremony on Saturday where SK Rapid defeated Chelsea FC by 2:0.

Munich, 19 July 2016

Photos available at: [https://www.allianz.com/en/about\\_us/sports-culture/stadiums/stadiums-media-center.html/](https://www.allianz.com/en/about_us/sports-culture/stadiums/stadiums-media-center.html/)

Additional photos available upon request.

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Together with its customers and sales partners, Allianz is one of the strongest financial communities. More than 85 million private and corporate customers insured by Allianz rely on its knowledge, global reach, capital strength and solidity to help them make the most of financial opportunities and to avoid and safeguard themselves against risks. In 2015, around 142,000 employees in over 70 countries achieved total revenues of 125.2 billion euros and an operating profit of 10.7 billion euros. Benefits for our customers reached 107.4 billion euros.

This business success with insurance, asset management and assistance services is based increasingly on customer demand for crisis-proof financial solutions for an aging society and the challenges of climate change. Transparency and integrity are key components of sustainable corporate governance at Allianz SE.

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