

Mitsubishi Electric Europe becomes Presenting Partner of the WXV Global Series, extending its ongoing commitment to women's rugby

Mitsubishi Electric Europe B.V. has been announced as the Presenting Partner of the WXV Global Series, World Rugby's flagship international competition for the women's game, running from 2026 into 2028.

The partnership marks Mitsubishi Electric's second investment in the international women's game, and sits alongside the company's recently announced UK based partnerships with Premiership Women's Rugby (PWR) and the Rugby Players Association's (RPA) Thrive programme.

Together, the partnerships give Mitsubishi Electric a presence across women's rugby at every level - from supporting players' careers domestically through PWR and the RPA, to backing the sport's showcase international competition WXV alongside World Rugby.

The move builds on the relationship Mitsubishi Electric began with World Rugby in the lead-up and throughout the Women's Rugby World Cup 2025, and has evolved into a focused, multi-year commitment to the WXV Global Series specifically.

As Presenting Partner, Mitsubishi Electric will be the only brand at Global level of sponsorship, with the competition branded "WXV Global Series presented by Mitsubishi Electric" across all official communications and content.

The WXV Global Series will see 18 of the world's top national teams compete in more than 100 matches between 2026 and 2028, in a home-and-away, cross-regional touring format, complemented by the centralised WXV Global Series Challenger.

Together with its partnerships with PWR and the RPA's Thrive programme, this agreement reinforces Mitsubishi Electric's ambition to support women's rugby both on and off the pitch - from the domestic game in the UK to the international stage - as the sport continues its rapid growth following Women's Rugby World Cup 2025.

Hans-Joerg Hinkel, General Manager, EMEA Head of Communication at Mitsubishi Electric, said: *"Becoming Presenting Partner of the WXV Global Series is a natural extension of our commitment to women's rugby, connecting the work we're doing closer to home with PWR and the RPA to develop our Parallel Potential platform, to the very top of the international game. WXV is where the world's best players and teams come together, and it gives us a powerful global platform to champion the sport, inspire the next generation, and continue building something that lasts, both on and off the pitch."*

World Rugby Chief of Women's Rugby, Sally Horrox said: "Mitsubishi Electric has been an outstanding partner during a transformative period for women's rugby. From the launch of WXV to the success of Women's Rugby World Cup 2025, they have consistently shared our ambition to grow the game and create meaningful connections with fans through innovative storytelling and digital engagement.

"As the WXV Global Series continues to evolve, their enhanced support will help us elevate the competition, shine a light on our athletes and continue driving the visibility, competitiveness and commercial growth of women's rugby on the global stage."

-ENDS-

For more information, please contact:

- Mitsubishi Electric Europe B.V. via MHP Group: mitsubishielectric@mhpgroup.com
- World Rugby / WXV: Emma.Marshall@worldrugby.org

Notes to editors:

About Mitsubishi Electric Europe B.V.

Mitsubishi Electric Europe B.V is a wholly owned subsidiary of Mitsubishi Electric Corporation; helping customers meet their business challenges through providing innovative technologies and high-quality products and solutions. For more information visit:

<https://Europe.MitsubishiElectric.com>

About the WXV Global Series

The WXV Global Series features 18 of the world's leading women's national teams competing in a new international competition model across a dedicated eight-week window from September to October. The top 12 teams compete in a home-and-away, cross-regional touring model, while six emerging nations contest the centrally hosted WXV Global Series Challenger. Together, the competitions provide more consistent, high-quality international fixtures, strengthen player pathways, and support the continued growth of the women's game. For more information on the WXV Global Series, including the full fixture list, visit wxvrugby.com.