NAIROBI, Kenya, September 14 (Infosplusgabon) - Truck and bus manufacturer, Isuzu East Africa (Isuzu EA) on Wednesday signed a one-year brand ambassador partnership with 2016 Olympic gold medallist Eliud Kipchoge.

Valued at US$70,000, the deal will see Kipchoge receive a brand new Isuzu Dmax Double Cabin vehicle for his training and personal use. The firm will also fully service the vehicle during the period of the partnership.

The company's chief financial officer, Charles Kariuki, said the brand ambassador partnership is vital to realization of Isuzu EA’s business objective, while at the same time uplifting the sports sector in Kenya.

“Building strong relationships is at the very heart of our success.Through this partnership, we will be drawing from Kipchoge’s success to further boost our Isuzu brand visibility, drive sales and at the same time support him in his journey of success,” he said.

Kipchoge, a super-achiever in the track and road running, is among others the 2016 Rio Olympics men's marathon champion and 2016 Athletics Kenya Athlete of the Year.

The 32 year-old athlete is also a 2015 London Olympic winner, a 2003 5000m World Champion, 2003 junior men World Cross Country Champion, 2015 Hamburg Marathon winner, and 2015 Berlin Marathon winner.

“I am very excited to partner with Isuzu as their brand ambassador. Isuzu has been on a long journey to reach its current success, a journey that I can relate to as an athlete," said Kipchoge.

FIN/INFOSPLUSGABON/POL/GABON 2017

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