

MEDIA RELEASE

7th May 2026 - Melbourne, Australia

National Pickleball League announces Leapmotor as Official Automotive Partner in an Australian pickleball first

Australia's leading pickleball organisation has partnered with one of the world's leading electric and hybrid vehicle brands.

The National Pickleball League (NPL) today announced Leapmotor Australia (Leapmotor) as its Official Automotive Partner, marking the first exclusive automotive partnership in Australian pickleball.

The agreement sees Leapmotor join the NPL as a Major Sponsor of Australia's premier pickleball organisation, spanning its professional league, owned venues, and national events calendar.

The partnership brings together two brands at pivotal moments in their respective Australian stories. Pickleball is the country's fastest-growing sport, and the NPL has spent the past three years building the infrastructure to match that growth - including a national professional league, a network of owned venues under The Jar Pickleball Club, and a rapidly expanding events and content business.

Leapmotor, backed by global automotive group Stellantis and offering some of Australia's most accessibly priced electric and hybrid electric vehicles, is similarly building its footprint across active, forward-thinking communities – the same audiences driving pickleball's nationwide momentum.

Leapmotor will have a presence at every major moment on the 2026 NPL calendar, including a headline presence at the ahm NPL Season Finals - the sport's biggest annual event in Australia - and the newly titled Leapmotor NPL Championships, a major tournament that will bear the brand's name.

Beyond marquee events, Leapmotor will be embedded across NPL's growing venue network, including The Jar South Melbourne and The Jar Maidstone, opening mid-year as Melbourne's largest indoor racquet sports hub. The partnership is designed to extend beyond traditional sponsorship, featuring a shared content program, community activations, and exclusive benefits for members of both organisations, alongside prominent courtside and venue integration.

"Leapmotor is a brand that's arrived in Australia with real momentum and a genuine point of difference - and that's exactly the kind of partner we want alongside us as we grow. Our community is young, active, and increasingly mainstream. They care about the brands they associate with. Having Leapmotor as part of the NPL - not just at our events, but inside our venues and woven through our content - is a partnership we think both communities will feel."

Ron Shell, CEO, National Pickleball League

For Leapmotor, the partnership provides an opportunity to build strong brand equity in a sport whose audience closely mirrors the modern buyer - health-conscious, urban, and open to brands that offer genuine value without compromise. With a growing range of electric and

hybrid SUVs now available in Australia and an established dealer network backed by Stellantis, Leapmotor enters the partnership at a time of significant local momentum.

Joanne Stogiannis, Marketing and Communications Director, Leapmotor Australia said, "Pickleball's growth reflects a shift toward more social, accessible and active lifestyles, which aligns strongly with Leapmotor's brand and our approach to the Australian market.

Partnering with the National Pickleball League allows us to connect with a community that's open to innovation and smart value, while supporting the continued growth of one of Australia's most exciting emerging sports."

About the National Pickleball League (NPL)

The National Pickleball League (NPL) is Australia's leading professional pickleball organisation - home to the NPL Pro Tour (NPL League & major tournaments), Australia's largest pickleball venue network under The Jar Pickleball Club, and NPL Events. NPL's mission is to modernise pickleball and make it accessible to everyone, driving growth through professional pathways, content, grassroots programs, and venue investment.

Website: www.nplpickleball.com.au

Instagram: @nplpickleball

Facebook: @nplpickleball

About Leapmotor

Leapmotor is a pioneering Chinese NEV start-up dedicated to delivering intelligent, high-performance electric & hybrid vehicles. With a focus on innovation, quality, and user-centric design, Leapmotor is redefining the future of mobility and accelerating the transition to sustainable transportation.

In Australia, Leapmotor offers a growing range of electric & hybrid SUVs including the C10 and B10 combining advanced technology, five-star ANCAP safety ratings, and accessible pricing to bring electric & hybrid mobility to a broader Australian audience. Backed by Stellantis, one of the world's largest automotive groups, Leapmotor is supported by an established service and dealer network nationwide

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