

ATP 250

PLAVA LAGUNA
CROATIA OPEN
UMAG

10.-18. JULY 2026

Daily News

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**DAMIR
DZUMHUR**



**DANIEL
MERIDA**

WHO WILL WIN THE 36TH PLAVA LAGUNA CROATIA OPEN?

FINAL AT 7 PM – ATP STADIUM
GORAN IVANISEVIC

More on page 4

PAVLASEK AND RIKL WIN THE
DOUBLES TITLE

More on page 8

HIDDEN CHARMS OF ISTRIAN
WINES – GRAN FINALE

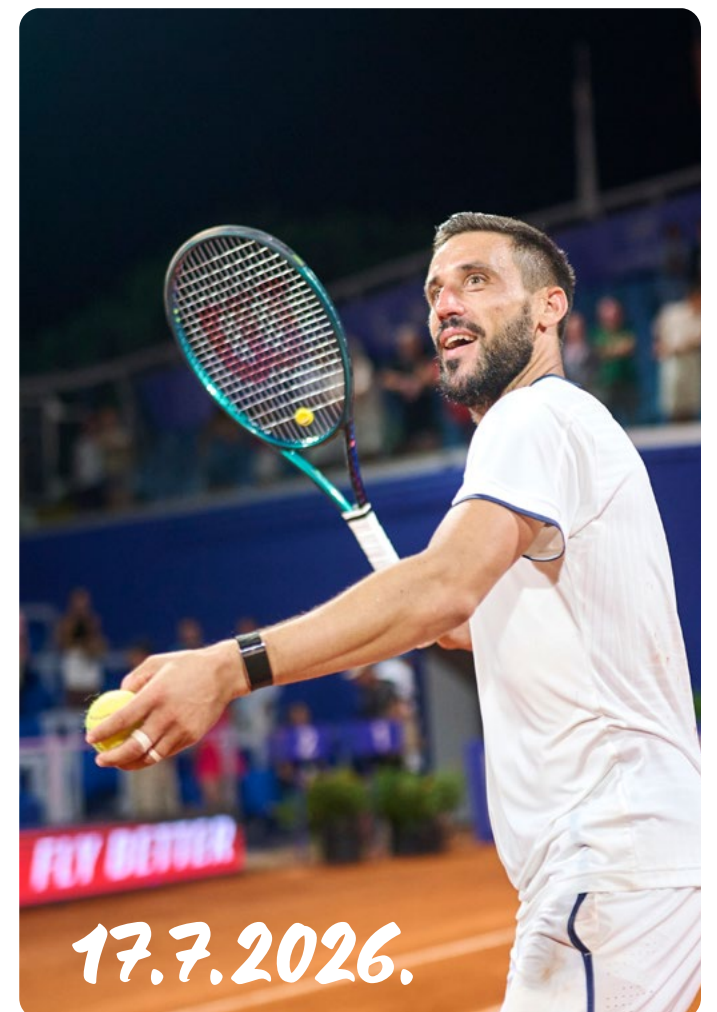
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SATURDAY, 7 P.M.: WHO WILL LIFT THE TROPHY AT THE 36TH PLAVA LAGUNA CROATIA OPEN?

The final of this year's Plava Laguna Croatia Open will pit one of the tournament's youngest players against one of its oldest, as 21-year-old Daniel Merida takes on 34-year-old Damir Dzumhur. It will be the first meeting between the two, with the winner claiming the title at the 36th edition of Croatia's only ATP Tour event. The championship match is scheduled to begin at 7 p.m. on Saturday at Goran Ivanisevic Stadium.

Merida arrived in Umag ranked No. 82 in the ATP Rankings, a career high at the time. Thanks to his run this week, he has already climbed to No. 71 in the live rankings, while victory in Saturday's final would propel him into the world's Top 60.

Daniel Merida joined an exclusive group at the Plava Laguna Croatia Open Umag on Friday, delivering a composed and convincing performance to defeat Roman Andres Burruchaga 6-4, 6-2 and reach the second ATP Tour final of his career

In the second semifinal, Damir Dzumhur rallied from a set down to defeat Alex Molcan and book his place in the final. Playing in front of a packed evening crowd

that was firmly behind him, Dzumhur recovered from losing the opening set to prevail 3-6, 6-4, 6-3.

Dzumhur, a former World No. 23, came to Umag ranked No. 108. He has already secured a significant jump in the rankings, with his final position depending on Saturday's result: he will rise either to No. 87 or No. 74.

He has reached four ATP Tour finals during his career, winning one title, but he has never before contested a clay-court final. His last appearance in an ATP final came in Antalya in 2018, eight years and 27 days ago. Prior to his run in Umag, his best result of the 2026 season had been a quarter-final appearance in Bucharest at the beginning of April.

Merida, meanwhile, produced the best result of his career at that very same tournament, advancing to the final as a qualifier. In Umag, he has yet to drop a set and has spent three hours less on court than Dzumhur heading into the championship match.

SINGLES

Plava Laguna Croatia Open Umag
Umag, Croatia
13 July — 18 July 2026 | EURO 612 620 | Clay

PLAVA LAGUNA CROATIA OPEN UMAG
Main Draw Singles

1	1	COBOLLI, Flavio	ITA	F. Cobolli 1						
2		Bye								
3	Q	CECCHINATO, Marco	ITA	R. Burruchaga	62 64					
4		BURRUCHAGA, Roman A...	ARG	61 64						
5	WC	DODIG, Matej	CRO	P. Carreno Busta	64 62					
6		CARRENO BUSTA, Pablo	ESP	C. Ugo Carabelli 7	36 75 75					
7	Q	TOPO, Marko	GER	67 ² 76 ³ 63						
8	7	UGO CARABELLI, Camilo	ARG	T. Etcheverry 3						
9	3	ETCHEVERRY, Tomas M...	ARG							
10		Bye								
11	WC	SESKO, Ziga	SLO	D. Merida	75 64					
12		MERIDA, Daniel	ESP	64 61						
13		LAJOVIC, Dusan	SRB	L. Van Assche	26 75 64					
14		VAN ASSCHE, Luca	FRA	T. Droguet	61 16 75					
15		DROGUET, Titouan	FRA	T. Droguet	36 62 60					
16	5	BLOCKX, Alexander	BEL	J. Prado Angelo						
17	LL	NEUMAYER, Lukas	AUT	63 76 ⁶						
18	Q	PRADO ANGELO, Juan C...	BOL	D. Dzumhur	76 ² 61					
19		DZUMHUR, Damir	BIH	D. Dzumhur	62 61					
20		ROCHA, Henrique	POR	F. Gomez	76 ⁵ 67 ⁴ 76 ⁴					
21	Q	GOMEZ, Federico Agustin	ARG	63 76 ⁴						
22	WC	MCDONALD, Niels	GER	M. Arnaldi 4	63 57 63					
23		Bye		M. Arnaldi 4						
24	4	ARNALDI, Matteo	ITA							
25	8	KOPRIVA, Vit	CZE	D. Prizmic	61 63					
26		PRIZMIC, Dino	CRO	A. Molcan	36 76 ⁵ 40 RET					
27		MOLCAN, Alex	SVK	A. Molcan	64 75					
28		ROYER, Valentin	FRA	M. Trungelliti	62 63					
29		JACQUET, Kyrian	FRA	A. Davidovich Fokina 2	64 75					
30		TRUNGELLITI, Marco	ARG	A. Davidovich Fokina 2						
31		Bye								
32	2	DAVIDOVICH FOKINA, Al...	ESP							

Round of 32	Round of 16	Quarterfinals	Semifinals	Final	Winner						
€ 6,570	0 pts	€ 10,750	25 pts	€ 18,515	50 pts	€ 31,955	100 pts	€ 54,360	165 pts	€ 93,175	250 pts

Last Direct Acceptance

Jacquet, Kyrian - 145

ATP Supervisor

Jorge Mandl

Gerry Armstrong

Released

07/17/2026 23:55:31

Seeded Players

Player	Rank
1 Cobolli, Flavio	10
2 Davidovich Fokina, Alej...	23
3 Etcheverry, Tomas Martin	32
4 Arnaldi, Matteo	35
5 Blockx, Alexander	36
6 Marozsan, Fabian	53
7 Ugo Carabelli, Camilo	59
8 Kopriva, Vit	64

Alternates/Lucky Losers

L. Neumayer (LL)

Withdrawals

F. Marozsan (Left knee)

Retirements/W.O.

D. Prizmic (Cramps)



TOMISLAV POLJAK, TOURNAMENT DIRECTOR

DANIEL MÉRIDA IS NOW FAMILIAR NAME, DAMIR DŽUMHUR IS PLAYING THE BEST TENNIS

After Carlos Alcaraz and Jannik Sinner, Umag has produced the third-youngest finalist of the decade. Daniel Merida may not have been a familiar name to Croatian tennis fans before this week, but he has certainly introduced himself in the best possible way. He belongs to the same junior generation as Croatia's Mili Poljicak, Luka Mikrut, Dino Prizmic and Matej Dodig, having crossed paths with them on the junior circuit. As a junior, he reached a career-high ranking of No. 15 in the world.

Should he go on to win the title, it would be the first ATP trophy of his career. At just 21 years of age, he is yet another example of the young talent that continues to emerge in Umag. Reaching the final is already a tremendous achievement, regardless of Saturday's outcome. He told me he has been enjoying his time here, adding that although he first visited Croatia many years ago, he is delighted to be back. With a result like this, that feeling is undoubtedly even stronger. He arrived in Umag with the highest ATP ranking of his career, and when the new rankings are released on Monday, he is certain to set another personal best.

Damir Dzumhur, meanwhile, has become something of a local favourite. This is his ninth year with us in Umag, he feels at home here, and he says he is playing the best tennis of his life. He has not lifted a title since 2018, but this week he

has been performing at the highest level. The conditions suit him perfectly, particularly during the evening sessions when the ball stays lower and doesn't bounce as high. You can see how much he enjoys himself on court. He is exactly what he is off it as well: an entertainer, a player who never leaves anyone indifferent. Some people love him, others don't, but we certainly do. He's polite, articulate, refreshingly straightforward, and everything you would want a professional athlete to be.

For the first time in the tournament's history, the semi-finals featured no seeded players. Yet none of the four men who took the court on Friday could be accused of not deserving their place. They knocked out the favourites, proved their quality, and earned their reward by reaching the closing stages of the tournament. The same applies to both finalists, which is why I'm convinced we're in for another outstanding display of tennis.



COLUMN BY GORAN IVANIŠEVIĆ

MÉRIDA IS THE FAVOURITE, BUT A FINAL BRINGS A DIFFERENT KIND OF MOTIVATION

This year's final features two players very few people expected to make it this far. When the draw was announced, all the talk was about the top seeds and the highest-ranked players tipped to go deep in the tournament. Neither of the two finalists was really part of that conversation.

That said, both Merida and Dzumhur have been one of the tournament's most pleasant surprises. Merida is a young, outstanding player. He hits the ball incredibly hard, although his backhand still isn't quite where it could be, and the same goes for his serve. Even so, he strikes with tremendous power, plays fearlessly, and in my view he goes into Saturday's final as the favourite.

Dzumhur reaching the final has been completely unexpected. I counted him out even against Molcan, but that's exactly the kind of player he is. The way he defends, competes and somehow digs himself out of impossible situations gives him confidence, and once he gets going, he starts producing things that seem beyond reach.

Merida is 13 years younger and, on paper, the clear favourite, so the logical prediction would be a victory for the Spaniard. But I've been saying for the past two days that Dzumhur surely couldn't keep winning—and yet here he is, in the final. One thing is certain: he won't go down without a fight. A final is

always a different challenge and a different source of motivation, and he'll find the energy to give everything he has for one last match.

He's spent far more time on court than Merida, playing several long, physically demanding matches, and that's certainly something to consider. But when you reach a final, all you want is to lift the trophy. You push through the fatigue and find that extra gear.

In any case, I expect an excellent final. Dzumhur isn't a player who overwhelms opponents with raw power. His game is built on movement, court coverage, drop shots and experience. He knows how to adapt to different situations and find solutions. Merida is quick as well and will look to dictate a high tempo, which could create problems for his opponent.

Put simply, Dzumhur will need something special if he's not at his absolute best, because otherwise it will be extremely difficult. His chance may lie in producing a little bit of magic, while hoping that Merida feels the pressure of his first final—that the occasion gets to him and his arm tightens up. This will be a completely new atmosphere for the young Spaniard, whereas Dzumhur will undoubtedly know how to get the crowd on his side.

Either way, we're in for a fascinating final.



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PAVLASEK FINALLY BREAKS THROUGH, RIKL SURPASSES HIS FATHER

Top seeds Adam Pavlasek and Patrik Rikl of the Czech Republic captured the doubles title, defeating the British pairing of David Stevenson and Marcus

Willis 6-3, 4-6, 10-6 in the final. It was the Czech duo's first title together, having previously finished as runners-up in Bucharest earlier this year.

For Pavlasek, the victory finally ended a long streak of heartbreak in finals. Before triumphing in Umag, he had reached six tour-level doubles finals and lost every one of them.

Rikl, meanwhile, claimed the third doubles title of his career and, in doing so, went one step further than his father, David Rikl, who finished runner-up in the Umag doubles event back in 1998.

Rikl arrived in Umag at a career-high No. 38 in the ATP Doubles Rankings, while Pavlásek came into the tournament ranked No. 40 in the world, having previously reached a career-high of No. 29.



DOUBLES

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ATP 250
PLAVA LAGUNA CROATIA OPEN UMAG

Main Draw Doubles

1	1	PAVLASEK, Adam RIKL, Patrik	CZE CZE	A. Pavlasek 1 P. Rikl					
2	WC	IVANISEVIC, Emanuel POLJICAK, Mili	CRO CRO	64 62		A. Pavlasek 1 P. Rikl			
3		NAM, JiSung NIKLAS-SALMINEN, Patrik	KOR FIN	J. Nam P. Niklas-Salminen		63 57 10-4			
4		DUDA, Filip VRBENSKY, Michael	CZE CZE	36 64 10-4				A. Pavlasek 1 P. Rikl	
5	3	GONZALEZ, Maximo GONZALEZ, Santiago	ARG MEX	M. Gonzalez 3 S. Gonzalez		64 64			
6		ISARO, Pruchya KALIYANDA POONACH...	THA IND	62 62		R. Burruchaga M. Kestelboim			
7		HO, Ray KITAY, Benjamin	TPE USA	R. Burruchaga M. Kestelboim		67 ⁴ 62 10-6			
8		BURRUCHAGA, Roman ... KESTELBOIM, Mariano	ARG ARG	64 16 12-10				A. Pavlasek 1 P. Rikl	
9		REYMOND, Arthur SANCHEZ, Luca	FRA FRA	D. Stevenson M. Willis		63 76 ⁶			
10		STEVENSON, David WILLIS, Marcus	GBR GBR	D. Stevenson M. Willis		61 64			
11		DZUMHUR, Damir LATINOVIC, Stefan	BIH SRB	D. Dzumhur S. Latinovic		75 46 10-5		D. Stevenson M. Willis	
12	4	MOLTENI, Andres TRHAC, Patrik	ARG USA	A. Kalender N. Serdarusic		64 61		76 ² 26 10-5	
13	WC	KALENDER, Admir SERDARUSIC, Nino	CRO CRO	C. Frantzen 2 R. Haase		63 76 ⁴			
14		LIUTAREVICH, Ivan REYES-VARELA, Miguel	MEX	75 64					
15		BANTHIA, Siddhant DONSKI, Alexander	IND BUL						
16	2	FRANTZEN, Constantin HAASE, Robin	GER NED						

Round of 16	Quarterfinals	Semifinals	Final	Winner					
€ 3,330	0 pts	€ 5,650	45 pts	€ 10,190	90 pts	€ 17,410	150 pts	€ 32,410	250 pts

Last Direct Acceptance	Seeded Teams	Alternates/Lucky Losers	Withdrawals	Retirements/W.O.
Nam, JiSung / Niklas-Salminen - 261 ATP Supervisor Jorge Mandl Gerry Armstrong Released 07/17/2026 23:55:31	TeamRank 1Pavlasek / Rikl84 2Frantzen / Haase86 3Gonzalez / Gonzalez114 4Molteni / Trhac115			



DONNA VEKIC RETURNS TO UMAG AFTER TEN YEARS

The highlight of the event will be the Perfect Serve Challenge, where visitors will have the chance to experience the official Stella Artois beer-serving ritual and win special prizes, including a limited-edition engraved Stella Artois chalice signed by Donna Vekic.

Ahead of the final weekend of the ATP Plava Laguna Croatia Open Umag, Stella Artois will welcome tennis fans to the Stella Artois Perfect Serve by Donna Vekic event, bringing together world-class tennis, the brand's signature rituals and a unique experience for tournament visitors. The special guest will be Donna Vekic, Stella Artois brand ambassador and one of Croatia's most successful tennis players, who will share stories from her career and experiences from the world's biggest tennis stages.

"I always enjoy coming back to Umag. I have wonderful memories of this tournament, and I'm especially happy that this time I'll have the chance to spend more time with fans off the court. I'm looking forward to meeting everyone, chatting and taking on the Perfect Serve Challenge together as we create some new memories with Stella Artois," Donna said ahead of her return to Croatia's most famous and longest-running tennis tournament.

Donna will speak about the values that connect top-level tennis and the Stella Artois brand - rituals, dedication, precision and attention to detail - as well as her long-standing connection with Umag and the experiences that have shaped her career. Ten years ago, she played the first women's exhibition match in the history of the tournament in Umag, facing Italy's Flavia Pennetta.

The centerpiece of the event will be the Perfect Serve Challenge, during which Donna, together with a professional draught master, will demonstrate the official Stella Artois beer-serving ritual – Perfect Serve. This signature serving ritual consists of five essential steps, including chilling the iconic chalice glass, pouring the beer at a 45-degree angle, removing or trimming the excess foam, and paying special attention to the final presentation. The goal is to create the perfect head of foam that preserves the beer's flavor and aroma.

Visitors will also have the opportunity to take part in the challenge, test their precision, win special prizes and receive a limited-edition engraved Stella Artois chalice signed by Donna Vekic.

Following the official program, the event will continue with a more informal meet-and-greet, giving tennis fans the chance to meet one of Croatia's greatest athletes and become part of a unique Stella Artois experience.

Stella Artois Perfect Serve by Donna Vekic will take place on Saturday, July 18, from 5:00 p.m. in the Stella Artois Zone at the ATP Plava Laguna Croatia Open Umag. All tournament visitors are welcome.



Ajde
Trkni
Po
i sitno
i bitno.

CARING FOR ATHLETES GOES BEYOND THE COURT: PANEL HELD IN UMAG AS PART OF THE “POKAZI SRCE” PROJECT

What makes a healthy athlete? Training and talent alone have long been insufficient. The importance of preventive medical examinations, proper nutrition, quality sleep, physiotherapy and healthy lifestyle habits was the focus of a panel discussion held as part of the “Pokazi srce” (Show your heart) health prevention project, organized during the Plava Laguna Croatia Open Umag through a partnership between the Croatian Football Federation and PSK, Croatia’s first sports betting company.

Moderated by Aleks Buvac, editor and founder of the Ofenziva portal, the panel brought together experts from various fields of sports medicine and health.

Dr. Ivana Maric, a specialist in occupational and sports medicine at the Vas Pregled - the center for Occupational and Sports Medicine, emphasized the importance of educating parents, children and coaches to respond immediately to certain symptoms.

“Chest pain, heart palpitations, shortness of breath or loss of consciousness during any form of physical activity are symptoms that should always be evaluated. It is better to involve additional specialists to confirm everything is fine than to overlook something serious. Today, many conditions are attributed to stress and fatigue, and in 95% of cases that is true. However, we must also investigate the remaining 5% of cases and provide appropriate care so that everyone benefits - from the examinations themselves and from successful long-term participation in professional sport.”

Nutritionist and ultramarathon runner Ana Tomazin discussed sports nutrition, hydration, supplementation, quality sleep and everyday habits that have a long-term impact on athletic performance and overall health.

“When training sessions, races or matches last longer than one hour, we recommend that athletes have an isotonic drink with them. It contains sodium and often carbohydrates, which are needed during physical activity. There is no need to demonize carbohydrates because they are essential during training,” Tomazin said, adding that fats should not be viewed negatively but consumed at the appropriate time.

“They are not recommended during training because they slow digestion, which can lead to gastrointestinal problems. As a result, an athlete may be forced to stop training or competition, which can have consequences. Of course, there are healthy fats that should be included in the diet and are very important, such as omega-3 and omega-6 fatty acids and other beneficial fats that play an important role in sports nutrition.”



Ivana Palcic, the official physiotherapist of the ATP tournament in Umag and founder of ReLab physical therapy and the ReBella longevity center, highlighted the importance of injury prevention, early recognition of overuse and special care for children and young athletes.

“Athletes today are very well prepared to reduce the risk of injury. The biggest differences depend on age. In children, we more often see overuse syndromes and certain soft tissue conditions, while adults more commonly experience degenerative conditions as well as overuse syndromes caused by changes in bones and cartilage. It is important to note that in recent years people have been seeking help much earlier. They no longer wait for a problem to become severe but come at the first signs of discomfort, allowing most issues to be treated successfully.”

The panel concluded that caring for athletes does not begin or end on the court. Preventive medical examinations, proper nutrition, quality recovery and early detection of health problems are just as important to athletic preparation as training itself, while healthy habits should be developed from an early age.

Alongside the panel, visitors to the Plava Laguna Croatia Open Umag had the opportunity to receive free medical consultations, ECG screenings, blood pressure checks, blood glucose testing, blood oxygen saturation measurements and body composition analysis. The experts identified the ECG as the most important examination because the primary goal of the project is to prevent sudden cardiac death. They explained that most other health conditions can be monitored, managed and assessed over time. Cardiovascular conditions, however, should never be left to chance. As the panelists emphasized, it is always better to carry out a thorough medical evaluation than to assume one is unnecessary and later discover that it was needed.

To date, the “Pokazi srce” project has provided more than 5,000 health consultations across Croatia. Several sports clubs have invited the team to return after reporting highly positive results. Organized by the Institute for Sports Medicine and Health Improvement, the project once again brought together sport, prevention and education, highlighting that caring for one’s health is equally important for professional athletes, recreational athletes and the general public.

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TECHNOGYM

Umag Music Nights



FEDDE LE GRAND KICKS OFF THE WEEKEND IN THE DANCE ARENA, DOMBRESKY TAKES THE STAGE TONIGHT

The weekend at the Plava Laguna Croatia Open Umag got underway with electronic music and a great atmosphere in the Dance Arena. After the day's matches, the crowd made its way to the Dance Arena, where Fedde Le Grand took control of the dance floor from the very first minutes. Signature house beats, an energetic performance and excellent interaction with the audience defined the evening as the Dance Arena quickly filled and visitors danced late into the night.

The Dutch DJ and producer has been one of the leading names in electronic music for more than two decades. He is also a familiar face at the Plava Laguna Croatia Open Umag, having performed at the tournament several times over the years and drawing large crowds on every occasion.

Umag Music Nights concludes tonight with a performance by Dombresky. The French DJ and producer is known for blending house, disco and funk influences, with performances that have taken him to some of the world's biggest music festivals in recent years. His set will bring both the electronic music weekend and this year's Umag Music Nights program in the Dance Arena to a close.



THE CROWD HAS CHOSEN THE 2026 ATP WINE: RAVALICO ROSÉ TAKES THE TITLE

After three evenings dedicated to young malvasias, aged terans, and rosé wines, the Gran finale of the "Hidden Charms of Istrian Wines" tastings took place on Friday in the Taste Istria zone. The winners of all three themed evenings returned for one final tasting, where visitors cast their votes and chose Ravalico Rosé as the 2026 ATP Wine. The final tasting attracted a large audience, with a lively atmosphere and an exciting vote defining the evening. The battle for second and third place was equally close, as Fiore Malvasia and Cattunar Teran finished tied with six points each, while the winning Ravalico Rosé collected an impressive 13 points.

Ravalico's winning rosé stands out for its light, elegant, and vibrant character, complemented by refined aromas and delicate fruity notes. It pairs beautifully with light appetizers, white meat, and young cheeses.

All three tasting evenings were led by Lucija Matijević, a distinguished member of the Croatian Sommelier Club, with the support of Dr. Kresimir Mikinac, Head of Education, and sommelier Viktor Peic. The strong public interest once again confirmed the popularity of this combination of wine education, discussion, and tasting, with visitors actively taking part in blind tastings and discovering the differences between Istrian wines.

This year's competition format once again highlighted diversity and kept the outcome uncertain until the very end. Under the competition rules, once a winery competes in a particular category, it cannot enter the same category again for the following two years, creating space each year for new labels and fresh comparisons. At the same time, the previous year's overall winner does not compete in the following edition, ensuring that visitors vote among a new selection of candidates each season.



AT THE PLAVA LAGUNA CROATIA OPEN UMAG, WE SPOKE WITH SUBARU'S NICOLA TORREGIANI: "THE BATTERY CHANGES, BUT THE DRIVING PLEASURE STAYS THE SAME."

As the clay courts of the Stella Maris complex in Umag buzz with the energy of the Plava Laguna Croatia Open, the tournament's official transport fleet hums with a quieter, more modern sound. Behind Subaru's prominent role in Croatia's premier tennis event is Nicola Torregiani, President & CEO of Subaru Italia and the general importer overseeing the brand's footprint in Croatia and Slovenia.

Amid the vibrant tournament atmosphere at the Goran Ivanišević ATP Stadium, we discussed the intersection of elite sports, regional expansion and why going electric doesn't mean giving up the legendary Subaru soul.



This is Subaru's third consecutive year as the official vehicle partner of the ATP 250 Croatia Open Umag. From a strategic standpoint, why is this specific tournament such a perfect fit for the brand?

Nicola Torregiani: It is always a pleasure to be here. Umag is incredibly special. For us, this partnership is not just about putting a logo on a court; it's about alignment of values. Tennis demands absolute precision, durability and mental strength under pressure, which matches the very core of Subaru's DNA: safety and total reliability under any conditions.

That has been our starting ground. But during these three years, our relationship with the tournament has grown much stronger. By managing the logistics and transporting elite athletes, coaches and VIPs in a fleet of almost 20 Subaru vehicles, we get to demonstrate our cars' comfort and capability in real-time, right here on the Istrian coast, in real traffic conditions.

Let's talk about the fleet. This year, there's a massive talking point: you are using Umag as the launchpad for your Battery Electric Vehicle (BEV) offensive in Croatia, premiering the highly anticipated Uncharted and the E-Outback. Why choose a sports event for this milestone?

Nicola Torregiani: Because sport is where emotion lives! The automotive world is going through a massive transition, but we believe this shift should be an evolution, not a cold, mechanical revolution.

By showing the sporty urban Uncharted and our rugged E-Outback alongside our classic, highly reliable internal combustion engine (ICE) models in the shuttle fleet, we are offering choice. We wanted the players and guests to feel that a Subaru EV has the exact same adventurous spirit, road-holding capability and safety they've trusted for decades. The battery changes, but the driving pleasure stays the same.

Some purists worry that electrifying a Subaru means losing the "rumble" and mechanical soul that built the brand's cult following. How do you answer that?

Nicola Torregiani: I completely understand that sentiment, since I'm an automotive enthusiast myself! But I tell our customers: do not fear technology. When you drive our latest EVs, what you notice immediately is how deeply they are steeped in our brand identity. The cars are already in dealerships, just go and convince yourself with a test drive.

With the electric generation, we are actually adding a fourth pillar to our core values of safety, reliability, and fun: and that is power. The dual-motor setup on the E-Outback, for instance, delivers instantaneous torque, 381 HP and brilliant all-wheel-drive control that enhances, rather than dilutes, our legendary handling. The DNA is intact. The product is Made in Japan. We are so confident in this engineering that we are offering an unprecedented 8-year warranty with zero mileage limits on these vehicles, including the battery.

Your regional responsibility extends beyond Italy into the SEE, including Slovenia and Croatia. How do you view the development of these Adriatic markets, and what is the growth strategy here?

Nicola Torregiani: Croatia and Slovenia are highly strategic for us. The terrain, the outdoor lifestyle, the love for nature and sports - all of these make it a "Subaru country." Our cars are built exactly for this lifestyle; they are made for every day, ready for everywhere.

Our strategy here is focusing on flexibility and strengthening our local network. With our newly appointed Area Manager we are ensuring local dealers are fully equipped to guide customers through both our legendary Boxer models and our new electric lineup. We want to grow sustainably, ensuring that every Croatian and Slovenian Subaru owner receives the premium, family-like customer service we are known for.

So, how do the new Subaru BEVs fit into that philosophy? How do they help people live without compromise?

Nicola Torregiani: You know, we spend a lot of time as an industry talking about destinations. But for us, the philosophy has always been deeper than that. I tell our team and our customers: forget where a car can take you. Think about where it lets you live.

People in the Adriatic region don't just buy a car to commute; they buy a reliable partner for their active endeavours. And.. let's be honest: nobody dreams about commuting. But that's where most cars spend their lives. With vehicles like the Uncharted, Solterra and the E-Outback, we built cars for the places you actually dream about on weekends. They just happen to be incredibly great on Monday morning, too. A

Subaru battery electric vehicle is designed to handle extreme elements with absolute confidence.

On a more personal note, it's no secret that you are a tennis fan. In fact, you've been spotted in the stands with your son. Tell us about your personal relationship with the sport.

Nicola Torregiani: (Smiles) I have to let you in on a secret: I wouldn't call myself a tennis expert, but I am, first and foremost, a father. My youngest son is the true tennis fan in our house and he is an absolute, massive fan of Flavio Cobolli. Coming together with my son in Umag is about the priceless time I get to spend with him as a family, with total peace of mind.

Being able to sit in stands together, watching Italian talents like Cobolli, or seeing Luciano Darderi lift the trophy here, last year, brings a wonderful energy. Tennis teaches him as well about resilience, self-reliance and constant adaptation - lessons that apply beautifully across generations.

To wrap up, if you had to sum up the spirit of Subaru at Umag this year in just a few words, what would they be?

Nicola Torregiani: I would say: "Stronger partnerships, evolution without compromise." We are building a stronger bond with Croatia, offering stronger and safer cars, while proving that the future of mobility is incredibly exciting.



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PRESTIGIOUS GLOBAL BRANDS ADD TO THE PLAVA LAGUNA CROATIA OPEN UMAG EXPERIENCE

Alongside the long-standing Croatian partners who have supported the growth of the Plava Laguna Croatia Open Umag for years and remain an important part of its story, this year's tournament has also welcomed several new international brand partnerships.

These brands come from the worlds of functional hydration, sportswear and equipment, fitness, technology and the automotive industry, recognizing Umag as an ideal platform to showcase their innovations and connect directly with visitors. Their presence further highlights the tournament's international reputation, as its program has long expanded beyond tennis to include technology, sports lifestyle and unique fan experiences.

What Have the Tournament's International Partners Prepared?

Austrian brand waterdrop® is known for its Microdrink cubes, which add flavor to water using fruit and plant extracts, without added sugar. At its tournament pop-up, visitors can sample different flavors, purchase products and bottles, and personalize them with engraving.

With much of the tournament taking place outdoors, sunglasses are an essential accessory. At the Polaroid Eyewear corner, visitors can explore the limited ATP collection and other models presented in cooperation with Optika Anda, take photos in the photo booth, and test their reactions in the Reaction Time Challenge, where the winner receives a 30% discount on the collection. Known for its polarized lenses that reduce glare, Polaroid has further strengthened its connection with



professional tennis through its ATP Tour partnership. Italian player Flavio Cobolli serves as the brand's global ambassador.

Among the tournament partners is Haier, showcasing a selection of its technology solutions and products throughout the tournament grounds. In addition to the daily smoothie bar at the Fresh Corner, open from 7 p.m. to 9 p.m., visitors can compete in the Haier Champion Challenge by hitting tennis targets and create a memorable keepsake through an interactive activation featuring a virtual championship trophy, which they can share on social media.

K-Swiss has become a partner of the Plava Laguna Croatia Open Umag for the first time this year. The American sports brand outfits the tournament's official staff, volunteers and organizing team, while its brand ambassador, Argentine player Tomas Martin Etcheverry, is also competing in Umag wearing K-Swiss apparel. Founded in California in 1966, K-Swiss has spent nearly six decades developing tennis footwear and apparel, and its partnership with the Umag tournament further reinforces the brand's long-standing connection with the sport.

"2026 is a very special year for K-Swiss as we celebrate our 60th anniversary with events around the world. Our



first partnership with the Plava Laguna Croatia Open Umag is one of the highlights of this celebration, allowing us to honor our tennis heritage while becoming part of something truly unique on the ATP Tour. Umag combines a relaxed atmosphere, the energy of a California summer and live music in one place. This is more than just a tennis tournament – it's an experience. I'll definitely be back," said Jamel Khadir, Chief Brand Officer of K-Swiss.

As one of the tournament's international partners, Technogym is presenting Technogym Checkup in the Social Arena- an AI-powered assessment tool that assesses physical fitness and overall health using advanced measurement technology. In just a few minutes, six tests analyze body composition, balance, mobility, strength, cardiovascular capacity and cognitive performance before calculating the user's Wellness Age™, a unique indicator of physical fitness. Visitors also receive personalized recommendations for improvement.

Subaru returns as the tournament's official vehicle, once again providing safe and reliable transportation for players, guests and organizers throughout the week. Outside the stadium, visitors can also explore two new fully electric models - the E-Outback and the Uncharted. Nicola Torregiani, President and CEO of Subaru Italia and Subaru Benelux, said Subaru is proud to support the Plava Laguna Croatia Open Umag for the third consecutive year. He added that the partnership reflects the shared values of the tournament and the brand: precision, durability and top-level performance.

"This year's fleet available to players and tournament guests combines our proven internal combustion models with the long-awaited Croatian premiere of our new generation of electric vehicles - the sporty urban Uncharted, the advanced Solterra and our flagship E-Outback. The tournament gives us an opportunity to showcase the comfort, safety and capabilities of Subaru vehicles in real driving conditions on the roads of Istria. We want to further strengthen our connection with Croatia, offer even safer and more advanced vehicles, and demonstrate that the future of mobility is truly exciting," said Torregiani.

As the tournament's official beer, Stella Artois completes the summer atmosphere of the Plava Laguna Croatia Open Umag. Alongside world-class tennis, evening concerts and outdoor gatherings, visitors can enjoy one of Belgium's most iconic premium lagers, a brand that has long been associated with the world's biggest tennis events.

The various activations created by the tournament's international partners demonstrate how today's Plava Laguna Croatia Open Umag experience extends well beyond the courts. Visitors can discover new products, take part in challenges, explore innovative technologies or simply relax in spaces designed especially for the tournament.





DITTMAR AND WILKE CAPTURE ITF WHEELCHAIR CROATIA OPEN UMAG BY HEP; SINGLES FINAL SET FOR SATURDAY

Germany's Anthony Dittmar and Christoph Wilke claimed the doubles title at the seventh edition of the ITF Wheelchair Croatia Open Umag by HEP. In the final, they defeated the Croatian pairing of Ante Kolundjija and Sven Maretic 6-3, 7-5 to lift the trophy at the tournament, which is part of the ITF Wheelchair Tennis Tour.

The two finalists will meet again on Saturday, this time in the singles championship match, which begins at 3 p.m. on Court 1 in Stella Maris. Croatia's Ante Kolundjija will have the chance to avenge the doubles defeat as he takes on Anthony Dittmar for the title.

Kolundjija booked his place in one of the biggest events of his career by upsetting second seed Nico Langmann of Austria 6-3, 3-6, 6-3. Dittmar, meanwhile, reached the final after defeating top seed Geoffrey Jasiak before producing a dominant 6-1, 6-1 victory over fourth seed Martin Legner of Austria.

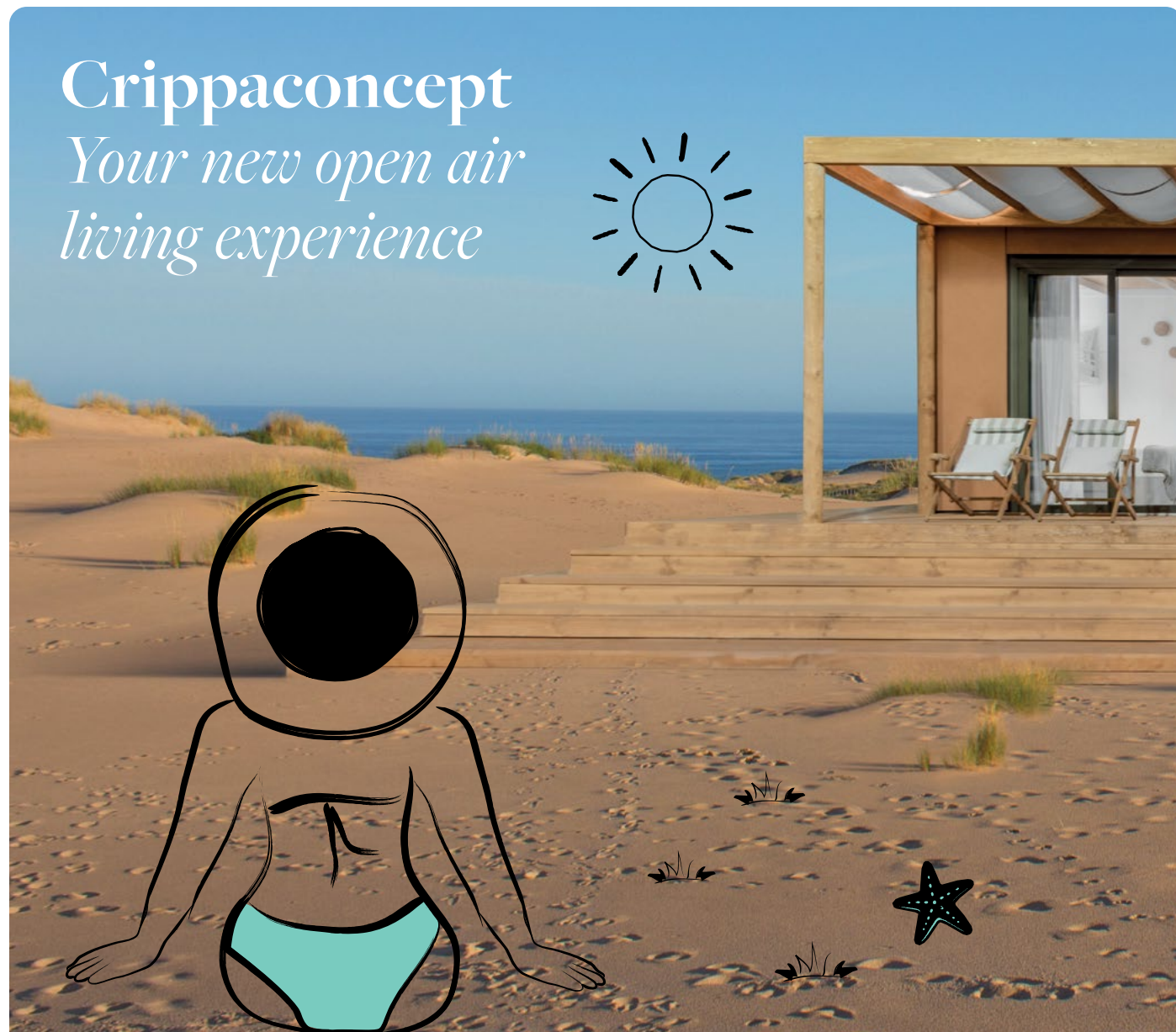


Energija koja pokreće Hrvatsku

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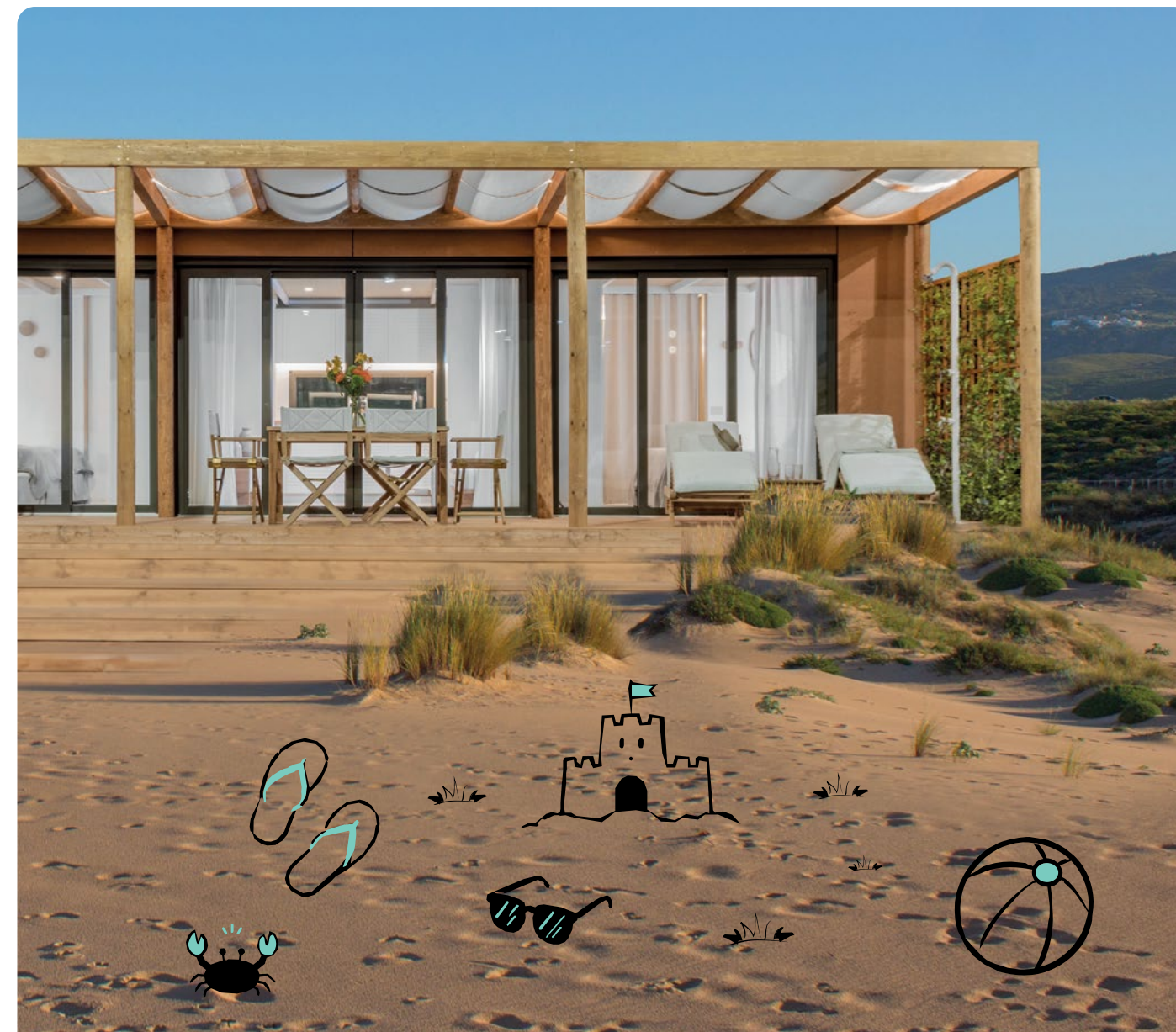


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