

VICTOR Team concludes another eventful season for the VICTOR players and presents to you the countdown of our top 5 biggest headlines of 2014. Agreed ?

05 FEELS LIKE HOME



Tai Tzu Ying from Taiwan upped her level whenever playing in the Japanese capital. She's made it to at least the final-4 stage in her three outings at the Japan Open. In 2012, Tai broke through as the youngest woman ever, at 18 years and 3 months of age, to win a BWF Superseries title, while Akane Yamaguchi made her home crowd proud by winning and pushing the record also at the event in 2013, where she beat Tai in the semifinals, to 16 years and 3 months. Tai was one match away from repeating the feat in her 2014 campaign, but failed to world no.1 Li Xuerui. However, a final showing was already her season best. Yamaguchi also succumbed to Li in the first round, in which the eventual winner lost her only game all week.

04 MORE HOSTING DUTIES

In the year of the Asian Games, VICTOR announced a 3-year exclusive partnership with the Badminton Asia Confederation (BAC) to provide players and all BAC's major events with its quality court equipment and shuttlecocks. VICTOR would be the equipment sponsor for all the top regional events in Asia. "VICTOR, as a Taiwanese brand, looks forward to providing equipment of the best quality to help players reach their full potential, and to helping shape the future success of Asia," said Bill Chen, VICTOR's President. "We are happy that we have forged this close relationship with BAC that will further expand VICTOR's position and presence as the leading badminton brand in the sport." Built onto the recognition of the Asia's governing body in badminton, VICTOR later joined as a partner of the Incheon Asian Games Organising Committee to provide finest quality equipment and shuttlecocks for elite Asian athletes in the Games.



03 IN THE CLUTCH



Ko Sung Hyun and Shin Baek Choel, Korea's no.3 men's doubles team, came up clutch when they needed it. At the prestigious World Championships, the 12th seeded combo stunned the badminton world with surprising wins over the likes of World No.3, Japan's Hiroyuki Endo/Kenichi Hayakawa, and compatriots, World No.1 Lee Yong Dae/Yoo Yeon Seong en route to their first "World Champion" honor, ending a 14-year drought for Korea of a men's doubles gold medal at the most respected event, after their 1999 triumph by Ha Tae Kwon and Kim Dong Moon.

2015 Tournament Schedule (Updated in September, 2014)

Superseries Premier		Grand Prix Gold	
03-08 Mar	All England Open Badminton Championships	13-18 Jan	Malaysia Grand Prix Gold 2015
31 Mar-05 Apr	Malaysia Open 2015	20-25 Jan	India Grand Prix Gold 2015
02-07 Jun	Indonesia Open 2015	20 Feb-01 Mar	German Open Badminton Championships 2015
13-18 Oct	Denmark Open	10-15 Mar	Swiss Open 2015
10-15 Nov	China Open	14-19 Apr	China Masters- BWF GP Gold
Superseries		16-21 Jun	2015 US Open Grand Prix Gold Badminton Championships
24-29 Mar	India Open 2015	14-19 Jul	Chinese Taipei Open 2015
07-12 Apr	Singapore Open 2015	29 Sep- 04 Oct	Thailand Open Grand Prix Gold
26-31 May	Australian Open	27 Oct- 01 Nov	Bitburger Badminton Open 2015
08-13 Sep	Japan Open 2015		
15-20 Sep	2015 Korea Open	BWF Event	
20-25 Oct	French Badminton Open 2015	10-17 May	Sudirman Cup
17-22 Nov	Hong Kong Open Badminton Championships 2015	TBC	BWF World Superseries Finals

02 THE THREE-PEAT



2013 World Champions Liliyana Natsir and Tontowi Ahmad successfully defended their third consecutive victory at the Superseries-Premier-leveled All England Open. Oddly enough, in a final déjà vu against World No.1s Zhang Nan and Zhao Yunlei, Natsir and Ahamd took again 42 minutes, not even a minute different from last year, with the exact same scoreline of 21-13 23-17 to clinch the title. It was like 2013 all over again, but the history had been rewritten.

01 A CLEAN SWEEP

In June, a month that was packed with three Superseries events in a row for the first time in BWF history, Lee Yong Dae and Yoo Yeon Seong proved who's the real deal. Their hot streak began in Tokyo at the Japan Open. Won it. Taking down then No.1s Mohammad Ahsan/Hendra Setiawan in the finale. And then the next week it was Jakarta for the Indonesia Open. Won it. Beating the top pair again. Finally it was Sydney for the Australian Open. With the Indonesian absent, they twirled through to their third Superseries titles in as many weeks, celebrating an unprecedented Superseries hat-trick that moved them atop BWF World Rankings later in August. It became the third time Lee achieved such feat in the men's doubles with a third different partner. (Lee also reached No.1 in the mixed doubles with Lee Hyo Jung, his 2008 Olympics-winning partner.)



Courtside Talk with Lee Yong Dae

Gold at Beijing 2008; Bronze at London 2012. Topped Badminton World Federation (BWF) Rankings in men's and mixed doubles (with 4 different partners).

Q. If it's not for tournaments, which countries do you want to visit?

Europe and the United States. I'm less interested in Asia because I've been to Asian countries for numerous times.

Q. You are a good looking sports star. Some people even think that you look like the actor Lee Seung Gi. What do you think?

I can see a slight resemblance, but he's better looking than I am. *Laugh* I'm not particularly a fan of any actor or artist. I'm also not really interested in show business, so I think I'll just focus on badminton.

Q. You're not interested in show business. Then, what do you think about the filming for VICTOR commercial this time?

My life is normally filled with trainings and tournaments. It's a different and interesting experience to do a commercial. There is something that I'm familiar with, like badminton; there are also things that I can't do well. I mean, doing those close-up shots is hard! It's actually so hard to control those tiny changes in facial expression!

Q. You have visited Taiwan several times. What impresses you most?

I know there are all kinds of food in Taiwan, and I've been to night market as well. I really love hot pot in Taiwan. I have to go for a spicy hot pot every time I come to Taiwan!

Q. Let's talk about your hometown, South Korea. What do you recommend?

Except for Seoul, I would like to recommend Busan. You can enjoy both mountain and sea in Busan, and, of course, the food there is also amazing.

Q. You are an outstanding badminton player and have won an Olympic gold medal. Is this your dream when you were little?

Since I started to play badminton, playing at the Olympics has always been my goal. But I actually wanted to become a police officer in my childhood!

Q. As an athlete, you must face enormous pressure. How do you deal with it?

I usually hang out with my friends, grabbing a meal or just walking around with them. I also like working out and sweating. Though I play badminton for daily training, I still play badminton when I want to do some exercise. Working out is a great way for me to relieve the pressure.

The Korean Assassin

Lee Yong Dae



Height: 180cm

Date of Birth: 1988-09-11

Career High: Men's Doubles #1
Mixed Doubles #1

Recent Highlights:

2014 China Open- Champion
2014 Australian Open- Champion
2014 Indonesia Open- Champion
2014 Japan Open- Champion
2013 Hong Kong Open- Champion
2013 VICTOR China Open- Champion
2013 Denmark Open - Champion

Q. You play badminton even in your free time. Are you interested in any other sports?

I watch NBA and I also play NBA games, but I don't have any preference for specific team or player. I also like watching baseball games though I never play.



Courtside Talk with Yoo Yeon Seong

Korean National Team captain. 2014 "Asian Champ" with Shin Baek Choel, and 2014 runner-up at the World Championships with Lee Yong Dae after a historic hat-trick of Superseries titles in June.

Q. What do you think of when referring to VICTOR?

I think of victory and winning!

I wasn't familiar with VICTOR before our partnership actually, but we have become a big family now. The staffs and researchers in VICTOR are all very nice and really care about us

Q. You have had a number of different partners. Made into the finals in the recent BWF World Championships with Lee Yong Dae. How do you adjust yourself with different partners?

I would observe the strengths and weaknesses of my partner, and try to adapt quickly. I think I'm more of an all-around player that I can adjust fast as a supporting role to my partner's weakness. At the end of the day, we are all professional players, we'll figure out our way.

Q. You're known for your achievements in men's doubles. Have you always been a doubles player?

I had been playing singles before my second year of university, but struggled to really tap into my skills on a singles court. I discussed with my coach and he suggested that I should play doubles. That's where the journey begins. It was not easy at all in the beginning. I have switched partners a lot. After more than 10 years of hard work, the results are finally coming together.

Q. You have been playing with Lee Yong Dae since 2013. You two had some great results in 2014. What do you expect for yourself in 2015?

The most important mission for us in 2015 is to be prepared for the Olympics. Rio (2016 Olympic Games) is our ultimate goal. We aim to maintain at No.1 in men's doubles going to Rio for a top seed spot and bring back a gold medal home. It would be a dream come true.

Q. Lee has the star quality in his look that makes him very popular even outside badminton. Now let's talk about how you compete with him in this appearance category!

When it comes to appearance, Yong Dae is definitely the winner. I know myself well. There's no competition! *Laugh* I'm not as good-looking as Yong Dae, so I have to work on other aspects. For example, I'm

much more of an attentive and thoughtful person. I have my own advantages. *Smile*

Q. Let's talk about your life outside the court. What do you usually do when you're free?

I enjoy traveling by car with my girlfriend for a gourmet tour! I particularly love noodles, such as ramen, udon, and spaghetti! My girlfriend is Japanese, so I love Japanese food very much. And that's why I look forward to Japan Open every year! Now I can speak a little Japanese, but I'm still having a lot to work on.

Q. Except for food, what do you like when you travel abroad?

I collect glassware from different countries, especially those printed with national symbols or maps. That kind of design tells a story about each country and always brings back some memories when I was there.

Q. Someone says you are an expert in cars?

Yes, I love cars. I used to change a car every 2 to 3 months, so I have switched over like 10 cars. A car craze, I have to admit. I like sports cars and convertibles when I was young; I used to drive a Maserati, but now that I'm older I prefer sedans. RVs are better for family.

Q. You have a huge tattoo. Is there any special story behind it?

This tattoo is created by the head of Tattoo Association in Korea. In the tattoo is my father's English name and the key means I can control my fate. My father was suffering from a heart disease, so I had this tattoo also to pray for his health. My father ended up recovering well.

A Caring Captain

Yoo Yeon Seong

Height: 181cm
Date of Birth: 1986-08-19
Career High: Men's Doubles #1



Recent Highlights:

2014 China Open- Champion
2014 BWF World Championships- Runner-up
2014 Australian Open- Champion
2014 Indonesia Open- Champion
2014 Japan Open- Champion
2014 Badminton Asia Championships- Champion
2013 VICTOR China Open- Champion
2013 Denmark Open- Champion
2013 Thailand Open- Champion

Courtside Talk with Tontowi Ahmad

Hat-trick at the All England Open. 2013 World Champion. A fast-rising mixed doubles star from Indonesia. One of the hottest favorites for a Rio de Janeiro Gold in 2016.

Q. You are great at mixed doubles. Do you feel more comfortable with a girl teammate? Do you think you understand women better through playing a lot of mixed?

I knew women well before I played mixed doubles. *Laugh* I have two women in my family: my mom and my sister. That is why I'm comfortable around women.

Q. You have been playing with Natsir since 2010 and the team-up went on to be a real success. What's the key and what do you expect for yourself in the future?

Communication is the most important element for our partnership in these years. We're always open with each other. Natsir is well-experienced so I usually follow the game plan she sets. The results turn out pretty good. Of course we want to continue to win in 2015. Most importantly, we aim to participate in the Rio 2016 Olympics and bring the gold medal back to Indonesia!

Q. What do you miss most when playing abroad?

I miss Indonesian food the most. I love seafood from my hometown. If I can't find Indonesian food, I usually cook some noodles to somewhat cure my homesickness. I'm the youngest child in my family. That's why my mom loves me so much. She always cooks my favorite food for me. I miss my mom's cooking most when I leave home.

Q. Do you bring any lucky charm with you when you can't always carry Indonesian food?

I don't usually bring lucky charm with me. I always believe in myself!

Q. What do you usually wear when you are on the court? And what's your favorite dress style in everyday life?

I love wearing the sleeveless designed by VICTOR on the court that I can show off my big arms! *Laugh out loud* I usually wear casually when I'm off the court. A simple T-shirt is fine enough.

Q. You travel a lot for tournaments. But when in off-season, where do you like to visit the most?

I love England, because we just celebrated our third consecutive title at the All England Open in 2014. England is a place full of happy memory to me. However, I enjoy staying in Indonesia most of the time. I always go to the beaches when I'm free. I love water activities, such as swimming, fishing, and snorkeling.

Q. Have you ever thought that if you weren't a badminton player, what kind of sport would you engage in?

I like playing billiards, but I have never thought about really doing anything other than badminton. Actually I didn't want to become an athlete when I was little. I dreamed of being a businessman. This dream may still come true after retirement, though!

Q. What kind of animal will you choose to describe yourself?

I think I'm like a tiger. I'm very pumped and aggressive on the court, which is just like a fierce tiger going for a prey!

The Indonesian Tiger

Tontowi Ahmad 

Height: 178cm

Date of Birth: 1987-07-18

Career High: Mixed Doubles #2

Recent Highlights:

2014 French Open- Champion

2014 Singapore Open- Champion

2014 All England Open- Champion

2013 VICTOR China Open- Champion

2013 BWF World Championships- Champion

2013 Singapore Open- Champion

2013 India Open- Champion

2013 All England Open- Champion

Courtside Talk with Liliyana Natsir

Three-time World Champion. Three-time All England Open titlist. The "Queen of Mixed Doubles" with breath-taking reflexes and net skills.

Q.You have been playing doubles for years. What is the most interesting thing happened to you on the doubles court?

There are so many funny things, like hitting your partner's head while trying to attack, or attempting to smash but not even touching a feather. These all happened!

Q.You always show up with your neat short hairstyle. Have you ever considered growing your hair long?

Never! *Laugh* I've never had long hair and have never thought about it. It's better to have short hair when playing badminton anyway.

Q.You prefer simple hairstyle. How about the clothing?

I basically wear something simple and tidy, mostly pants. I wear pants on the court all the time. I don't even have a single skirt! I've never thought about wearing it.

Q.You are one of the most successful Indonesian players. You also became the first player in badminton history to win three World Championship mixed doubles titles in 2013. What do you expect for yourself this year?

The more victories, the better. I will always love to add more major titles to my resume such as the World Championships and the All England Open. And the Rio Olympics is definitely another special goal. I have won a silver medal at the Beijing Olympics in 2008, and hopefully next time it will be even better!

Queen of Mixed Doubles

Liliyana Natsir

Height: 168cm
Date of Birth: 1985-09-09
Career High: Mixed Doubles #1

Recent Highlights:

2014 French Open- Champion
2014 Singapore Open- Champion
2014 All England Open- Champion
2013 VICTOR China Open- Champion
2013 BWF World Championships- Champion
2013 Singapore Open- Champion
2013 India Open- Champion
2013 All England Open- Champion



Q. How did you start your career?

I was a restless kid and liked all kinds of sports. I started to play in the clubs when I was 9, and fell in love with badminton. And I determined to become a professional player when I was 12. Badminton is very popular in Indonesia. The badminton events in Indonesia are all well-attended. This might have affected my decision to become a professional badminton player.

Q. You have been playing badminton since you were little. How do you get rid of the pressure of continuous competing?

I like hanging out with my friends when I'm free. Enjoying a nice meal or going on a trip also releases my pressure. I love going to the beaches. I always travel to countries with beautiful seas in my free time. I really want to visit Maldives, but it's a pity that I haven't really had a chance.

Q. How Ahmad and you call each other?

We call each other by nicknames. I call her Owl and he calls me Butet. Owl and Butet are nicknames that our family gave us in our childhood.

Q. What do you miss most when you play abroad?

I miss my family, friends, and food. I miss all the food from my hometown Manado. They are all amazing!



VICTOR Star Squad

Tai Tzu Ying



Height: 162cm
Date of Birth: 1994-06-20
Career High: Women's Singles #6

Recent Highlights:

2014 Hong Kong Open- Champion
2014 Asian Games- Silver
2014 Japan Open- Runner-up
2013 BWF World Superseries Finals- Runner-up
2013 Chinese Taipei Open- Runner-up
2013 Malaysia Open- Champion

Chou Tien Chen



Height: 180cm
Date of Birth: 1990-01-08
Career High: Men's Singles #8

Recent Highlights:

2014 French Open- Champion
2014 Bitburger Open GPG- Champion
2014 BWF World Championships-
Quarter-finalist
2014 German Open- Semi-finalist
2013 Bitburger Open GPG- Champion
2012 Bitburger Open GPG- Champion

Lee Sheng Mu



Height: 179cm
Date of Birth: 1986-10-03
Career High: Men's Doubles #3
Mixed Doubles #6

Recent Highlights:

2014 Australian Open- Runner-up
2012 Macau Open Badminton GPG- Champion
2012 Malaysia Open- Champion

Tsai Chia Hsin



Height: 181cm
Date of Birth: 1982-07-25
Career High: Men's Doubles #5

Recent Highlights:

2014 Australian Open- Runner-up
2013 Chinese Taipei Open- Runner-up
2012 Macau Open Badminton GPG- Champion

VICTOR Star Squad

Sung Ji Hyun



Height: 171cm
Date of Birth: 1991-07-29
Career High: Women's Singles #4

Recent Highlights:

2014 Chinese Taipei Open- Champion
2014 Badminton Asia Championships- Champion
2013 Chinese Taipei Open- Champion
2013 VICTOR Korea Open- Champion

Shin Baek Choel



Height: 185cm
Date of Birth: 1989-10-19
Career High: Men's Doubles #6

Recent Highlights:

2014 BWF World Championships- Champion
2014 Badminton Asia Championships- Champion
2014 All England Open- Semi-finalist
2013 Thailand Open- Champion

Son Wan Ho



Height: 177cm
Date of Birth: 1988-05-17
Career High: Men's Singles #4

Recent Highlights:

2014 Hong Kong Open- Champion
2014 All England Open- Semi-finalist
2013 Macau Open Badminton GPG- Champion
2013 China Masters- Runner-up
2013 Chinese Taipei Open- Champion

Bae Yeon Ju



Height: 166cm
Date of Birth: 1990-01-26
Career High: Women's Singles #5

Recent Highlights:

2014 All England Open-Semi- finalist
2013 BWF World Superseries Finals-Semi- finalist
2013 BWF World Championships- Bronze
2013 VICTOR Korea Open GPG- Champion

Ko Sung Hyun



Height: 181cm
Date of Birth: 1987-05-21
Career High: Men's Doubles #1
Mixed Doubles #4

Recent Highlights:

2014 BWF World Championships- Champion
2014 Australian Open (Mixed Doubles)- Champion
2013 China Masters- Champion
2013 Badminton Asia Championships- Champion
2013 Badminton Asia Championships(Mixed Doubles)- Champion
2013 VICTOR Korea Open- Champion

VICTOR Star Squad

Ng Ka Long



Height: 176cm

Date of Birth: 1994-06-24

Career High: Men's Singles #33

Recent Highlights:

2014 Canada Open Grand Prix- Runner-up

2014 Japan International Challenge- Champion

2014 China International Challenge- Champion

Ashwini Ponnappa



Height: 165cm

Date of Birth: 1989-09-18

Career High: Women's Doubles #13

Recent Highlights:

2014 Badminton Asia Championships- Bronze

2014 Commonwealth Games- Silver

2013 India Open International Challenge- Runner-up

2013 India Open International Challenge- Runner-up

2013 India Open International Challenge- Runner-up



Korean National Team



VICTOR Indonesian Team

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