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Apollo Tyres expands Manchester United partnership to 129 countries

Expands association to the whole of Africa, Malaysia, Vietnam, Philippines, Singapore, Cambodia, Laos, Myanmar and Brunei

Gurgaon, India: Taking forward its very fruitful association with Manchester United Football Club, leading tyre maker, Apollo Tyres today announced the extension of this association to the whole of Africa, Malaysia, Vietnam, Philippines, Singapore, Cambodia, Laos, Myanmar and Brunei. This is in addition to the existing association spanning 67 countries in Asia, Europe and few countries of Africa.

Marco Paracciani, Chief Marketing Officer, Apollo Tyres Ltd, commenting on the extension of territories, said, "The last two years of our association with Manchester United Football Club has helped increase the awareness for the 'Apollo' brand across select markets. This expansion will help us in our brand building journey in the African and South East Asia regions and support our growth initiatives in various countries in the regions."

The association between the two organisations has resulted in the introduction of Apollo and Manchester United branded tyres in India, Thailand and the UK. Last year, a 'Go The Distance' football pitch, made using recycled rubber, was also inaugurated at Old Trafford in the UK. Similarly, carrying forward the association, the two organisations came together to nurture young football talent from India.

Manchester United's Group Managing Director, Richard Arnold commented, "Since becoming a partner of Manchester United in 2013, Apollo Tyres have demonstrated their commitment not only to the partnership, but also to our fans. They have introduced some amazing initiatives, including the installation of its community 'Go The Distance' pitch at Old Trafford, and more recently, its week long football camp held in India in conjunction with the Manchester United Soccer School, aimed at inspiring India's next generation of sporting stars. Apollo Tyres have shown how through our partnership they can create programmes like this that not only give something back to the community but also increases the company's brand awareness in key markets. With the expansion of its rights into these new territories, we hope to bring many more exciting enterprises to our fans."

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About Apollo Tyres Ltd

Apollo Tyres Ltd is an international tyre manufacturer and the leading tyre brand in India. The company has a total of 7 manufacturing units in India, Southern Africa and The Netherlands. It is setting up a new manufacturing facility in Hungary, with a planned investment of €475 million. The company markets its products under its two global brands – Apollo and Vredestein, and its products are available in over 100 countries through a vast network of branded, exclusive and multi-product outlets.

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