

October 13, 2017

## Apollo Tyres going the distance with football

### Will have exposure in nearly 200 English Premiere League and Bundesliga matches in this season

Football is helping Apollo Tyres score with its consumers across geographies. The tyre major's association with Manchester United Football Club and recently, with Crystal Palace Football Club, as their Official Tyre Partner, has provided the impetus to the company's global growth journey. As per a third party research, Apollo Tyres has reached out to over a billion viewers across geographies in the last season alone.

In the just started season, Apollo Tyres has notched up its visibility, by making the brand visible in over 50% of all English Premiere League matches, thereby furthering its brand presence around the world.

In Germany, the largest European tyre market, Apollo Tyres continues to have its presence felt in the Bundesliga, with its association with Borussia Monchengladbach, one of the oldest and well-known German Clubs playing in this league.

Several campaigns have been created by Apollo Tyres to engage with the youth and the football fans world over. The company is also one of the very few to use Augmented Reality platform effectively to engage with the football enthusiasts. Taking the association with Manchester United to the next level, Apollo launched the special edition dual branded -- Apollo and Man Utd -- tyres for the football fans in the United Kingdom, Thailand, India and the Middle East region.

**Marco Paracciani, Chief Retail and Marketing Officer, Apollo Tyres Ltd**, said "We continue to focus on driving our growth agenda and football remains a key element of that strategy. Its wide following and fast adoption, also in India, has helped us tremendously in increasing Apollo Tyres' visibility globally."

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#### For further details contact:

ROHIT SHARAN, +91 124 2721000, [rohit.sharan@apolloytyres.com](mailto:rohit.sharan@apolloytyres.com)

#### About Apollo Tyres Ltd

Apollo Tyres Ltd is an international tyre manufacturer and the leading tyre brand in India. The company has multiple manufacturing units in India and a unit each in The Netherlands and Hungary. 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.

**Apollo Tyres Ltd.**, 7 Institutional Area, Sector 32, Gurgaon 122001, India, T: +91 124 2721000

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