Continental Tyres Agrees A Sponsorship Package With Future Across Multiple Brand Initiatives Including The T3 Awards

Related Sectors:

Business & Finance :: Motoring ::

Scan Me:

Friday 28 August, 2015

T3 Awards 2015 Driven by Continental Tyres

17 September - Grand Connaught Rooms, London

Continental Tyres today announced a sponsorship deal with **Future plc**, the international media group and leading digital business, across their market leading tech brands that includes the headline sponsorship of the **T3 Awards 2015**.

In a new partnership for Future, Continental will be the sponsor for **Car Tech Week**, a special themed content event taking place from 28 September to 4 October to mark the launch of **Techradar**'s new Car Tech channel. Continental Tyres is partnering with both Techradar and T3 to deliver a series of special articles around the theme 'Driving Upgraded' as part of a larger suite of tech-focused content for motorists. Additionally they are the headline sponsor for the T3 Awards which will be renamed the T3 Awards Driven by Continental Tyres.

The multi brand deal will see the Continental sponsorship interwoven across T3 and Techradar and other websites in the Future portfolio. The campaign includes event sponsorship, advertorials, social media and a strong display campaign.

Continentalis one of the world's leading automotive suppliers, providing everything from tyres, braking systems, components for powertrains and infotainment solutions. Continental contributes to enhanced driving safety and global climate protection, setting the future in motion with its award winning range of premium tyres. The latest Continental SportContact 6 offers the thrill of perfect grip for rims between 19 and 23 inches. The new high-technology tyre has approval from Honda already for the new Civic Type R, achieving an impressive lap record on the Nordschleife at the Nürburgring.

Nial Ferguson, Future's Content and Marketing Director, says, "The T3 Awards celebrates the very latest in cutting-edge technology so we are delighted to be partnering with Continental, who have a phenomenal track record in developing cutting-edge products of their own through a continual focus on technology and innovation,"

Peter Robb, Marketing Communications Manager of Continental Tyres, says, "Continental Tyres is delighted to be partnering with Future for the T3 Awards. Innovation in high technology products is a core part of our business and we see the T3 Awards as the perfect fit, celebrating the latest in cutting-edge technology."

For more information please contact Ben Pester at Pester PR on

+44 7968 144230 or Ben@PesterPR.co.uk

ENDS

Editors Notes:

About Future:

Future plc is an international media group and leading digital business, listed on the London Stock Exchange (symbol: FUTR). Future has operations in the UK, US and Australia creating publications, apps, websites and events.

Future holds market-leading positions in Technology, Games, Music, Film, Photography and the Creative & Design sector. Future attracts more than 50 million monthly users globally to our websites, which include techradar.com, GamesRadar.com and musicradar.com.

Future sold more than 14 million magazines last year. Our most well-known brands include T3, Total Film, Edge, MacFormat and Xbox: The Official Magazine.

Future, and its portfolio, reaches over 15 million people on social media. Future has over 200 licensing & syndication agreements in 89 countries worldwide, and exports over 55 titles.

About Continental:

Continental Tyres in the UK and Ireland is a wholly owned subsidiary of the Continental Corporation. With sales of around €34.5 billion in 2014, Continental is one of the world's leading automotive suppliers. As a provider of tyres, brake systems, systems and components for powertrains and chassis, instrumentation, infotainment solutions, vehicle electronics and technical elastomers, Continental contributes to enhanced driving safety and global climate protection. Continental is also an expert partner in networked automobile communication and currently employs more than 205,000 people in 53 countries.

Company Contact:

_

Pressat Wire

E. support[@]pressat.co.uk

View Online

Newsroom: Visit our Newsroom for all the latest stories:
https://www.wire.pressat.co.uk