Cooper Tire Europe New Official Partner Of 1. Fsv Mainz 05

Monday 22 August, 2016

Cooper Tire Europe announced today it is now the official tyre partner of German Bundesliga team 1. FSV Mainz 05. The three-year partnership starts with Mainz's first home game of the 2016/2017 season, against TSG 1899 Hoffenheim, on Sunday 11 September.

The Cooper logo will be visible to both local fans and the wider television audience in Germany via extensive broadcast coverage. Cooper branding will appear on the football club's LED advertising boards at their home ground, the OPEL ARENA – a multi-purpose stadium in Mainz, Rhineland-Palatinate, which was opened in 2011.

1. FSV Mainz 05 CEO, Dag Heydecker, said, "The brand values of Mainz 05 and Cooper are a perfect match. Cooper combines tradition with innovation and successful corporate strategy. It's excellent for the club that we could partner with such a professional global company that has a German facility very close to our OPEL ARENA."

Jeff Schumaker, Managing Director, Cooper Tire Europe, said, "Over the last few years we have shown through our association with Arsenal Football Club, in the UK's Premier League, that football sponsorships are one of the best ways of promoting the Cooper name to a mass audience.

"We are delighted to be extending our football partnerships across Europe with this sponsorship of the successful Bundesliga team 1. FSV Mainz 05. It's our belief that we have identified a German club that is on an equal footing to our brand both in terms of values and vision. This presents us with the ideal opportunity to increase brand awareness in the German market, which is one of our key territories."

For more information on Cooper Tire Europe, visit www.coopertire.co.uk.

To find out more about 1. FSV Mainz 05, go to:http://www.mainz05.de/mainz05/en/home.html.

###

Related Sectors:

Motoring ::

Scan Me:

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