

Motorpoint Scores With Newcastle Falcons Partnership

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Motorpoint has joined forces with the Newcastle Falcons for the 2015-16 season.

The UK's leading car supermarket has taken the naming rights for the popular North Stand at Kingston Park Stadium, home of the Aviva Premiership outfit. The company's branding will be in place ahead of this weekend's home fixture against Saracens.

The Falcons are currently the only professional rugby club in the North East, with one Premiership title and four domestic cups to their name. They have also been responsible for nurturing the talents of England internationals such as Jonny Wilkinson, Toby Flood and Matthew Tait among others. They are currently captained by Scottish international Jon Welsh, who joined the club from Pro 12 winners Glasgow Warriors after the 2015 Rugby World Cup.

The partnership agreement comes only a matter of weeks after Motorpoint successfully opened its latest supersite in Birtley - creating 50 new jobs in the process. Located only a few minutes from the Angel of the North, Motorpoint Birtley is home to 500 new and nearly new low mileage cars from 35 different manufacturers with prices starting from £4,299.

Matthew Lewis, General Manager of Motorpoint Birtley, said: "We are absolutely delighted to have partnered with the Newcastle Falcons. We believe there is a positive fit between both organisations, and as the naming rights holder for the new Motorpoint Stand, we look forward to working with the team at Kingston Park Stadium to raise the profile of the UK's leading car supermarket among rugby fans in the North East of England."

Mick Hogan, Managing Director of Newcastle Falcons, added: "We are incredibly pleased that Motorpoint has supported the club via the naming of the North Stand at Kingston Park Stadium. They are a very successful national business that now has presence in the North East via their new Birtley showroom. We are delighted that they have chosen to partner with Newcastle Falcons and look forward to working together on their activation programmes."

CAPTION

L-R Sean Robinson, Matthew Lewis, General Manager of Motorpoint Birtley and Giamba Venditti in front of the new Motorpoint Stand

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