MOTORPOINT SCORES WITH WIDNES VIKINGS SPONSORSHIP

Tuesday 24 March, 2015

Motorpoint has teamed up with the Widnes Vikings for the remainder of the Super League season.

The UK's leading car supermarket, which opened its eighth site in Widnes late last year, has agreed to sponsor the upper back of the Widnes Viking's home and away playing kits.

The Widnes Vikings, who play at the Select Security Stadium, are currently fifth in the First Utility Super League, the top tier of European rugby league. One of the world's oldest rugby league teams, they are managed by former Wigan Warriors legend Denis Betts.

Motorpoint, recently named one of the Top 100 Companies to Work For, has also agreed to be the Community Sponsor for the up coming local derby against the Warrington Wolves in early April. It will also be giving away tickets to fans for the South Stand for all remaining home games via social media.

Kevin Cartwright, General Manager of Motorpoint Widnes, said: "We are absolutely delighted to be supporting the Widnes Vikings for the remainder of this season and look forward to cheering on Kevin Brown and the team from the South Stand as they look to secure the club's best ever finish in Super League."

Dave Rolt, Head of Commercial at Widnes Vikings, added: "We are delighted to have Motorpoint on board with Widnes Vikings. Their desire to be the best is a goal we share at the club and we look forward to working with Widnes' leading car supermarket over the coming weeks and months."

Motorpoint, which is based on Derby Road in Widnes, has proved extremely popular with customers across the North West of England since opening on December 27. In the last three months it has sold just under 1,000 new and nearly new low mileage cars to customers, including a number from as far afield as the Isle of Man, saving customers over £7m off list price in the process.

CAPTION

L-R Kevin Cartwright, General Manager of Motorpoint Widnes with Denis Betts.

ENDS

FURTHER INFORMATION

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Notes to Editors:

Established in 1998, Motorpoint is the UK's leading Car Supermarket with eight locations in Birmingham, Burnley, Chingford, Derby, Glasgow, Newport, Peterborough and Widnes. Motorpoint also operates a UK based call centre which sells in excess of 1,000 vehicles each month.

Offering the motorist unrivalled choice, value and service the company employs over 600 people and invests a significant amount in staff training and development to deliver the highest levels of customer service across all touch points. This culminated in Motorpoint being named one of the Top 100 Mid-Sized Companies to Work for in 2015.

For more information visit www.motorpoint.co.uk. You can also follow Motorpoint on Twitter @Motorpoint or Facebook #Motorpoint.

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