Motorpoint Teams Up With Peterborough United In New Stand Sponsorship Deal

Monday 24 November, 2014

Motorpoint has teamed up with Peterborough United to take the naming rights to its new stand.

The UK's leading car supermarket has agreed a three-year sponsorship deal with the League One high flyers for the purpose-built 2,500 all-seater stand – which will now be known as the Motorpoint Stand.

Work on the redevelopment of the former Moy's End by building contractors Kier began in March this year. The Motorpoint Stand was officially opened before the Sky Bet League One fixture with Swindon Town on November 22.

Chris Goodison, General Manager of Motorpoint Peterborough, said: "We are thrilled to have taken the naming rights to Peterborough United's fantastic new stand. The club is the biggest sports teams in the area and one that a lot of our customers support. This made it the perfect fit for Motorpoint and we look forward to working together with The Posh to help them achieve their ambitions both on and off the pitch. The facilities are fantastic and the Motorpoint signage both inside and outside the ground looks highly impressive."

Bob Syms, Chief Executive of Peterborough United, added: "Peterborough United are delighted that such a high profile company as Motorpoint have come forward to name our new stand."

Motorpoint is currently working with Peterborough United to fit a brand new LED scoreboard in the Motorpoint Stand in early 2015 as part of the overall sponsorship package.

Motorpoint Peterborough opened in mid-2007. Located on a five-acre site on the Boongate Industrial Estate in the city, the branch sells over 5,000 new and nearly new low mileage cars to customers across East Anglia every year.

CAPTION

From the left are Barry Fry, Director of Football at Peterborough United with Chris Goodison, General Manager of Motorpoint Peterborough

ENDS

FURTHER INFORMATION

Steve Wright, Motorpoint
T: 01332 227239 M: 07825 308326 E: steve.wright@motorpoint.co.uk

Notes to Editors:

Established in 1998, Motorpoint is the UK's leading Car Supermarket with seven locations in Birmingham, Burnley, Chingford, Derby, Glasgow, Newport, and Peterborough. 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 500 people and invests a significant amount in staff training and development to deliver the highest levels of customer service across all touch points.

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

Media:



Related Sectors:

Motoring ::

Scan Me:

Company Contact:

_

Pressat Wire

E. support[@]pressat.co.uk

View Online

Additional Assets:

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