OPPO signed up as official 5G smartphone partner of Wimbledon Championships, Latest Releases, Announcements, Awards

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OPPO has become the first official mobile partner of the Wimbledon championship. The brand has signed up a five-year sponsorship while introducing its latest Find X3 series and smart accessories in UK.

London, UK – 21 June 2021 – OPPO, one of the leading smartphone brands, has become the official smartphone partner of the Wimbledon and the first-ever Asian partner of the championship, through the partnership with All England Lawn Tennis Club (AELTC). This is a five-year agreement, which will open new doors for the growing presence of the two brands in the key developing market.

The partnership shows OPPO's determination for a long-term investment in the market and the association will strengthen its presence in UK, and Europe as well. The AELTC is looking to use OPPO's brand strength to increase its reach for Wimbledon inside Asia, especially in China. The brand is also official mobile phone partner of FC Barcelona and International Cricket Council (ICC).

OPPO has also recently launched the "OPPO Band" to boost the fitness exposure. This is brand's first wearable device that has been designed to improve and enhance the overall fitness experience of athletes. The smart gadget offers up to 12 workout modes, so users can exercise as per their convenience, whenever and wherever they want. OPPO band is the newest addition in the smart device line-up following the success of OPPO Watch series. The new wearable, OPPO Watch 46mm gives users the freedom to perform multiple tasks.

OPPO launched its 5G phones in UK and registered itself among the top 5 mobile phone brands to offer 5G phones in the United Kingdom. Despite the newcomer status, in the highly competitive market, OPPO has managed to gain the trust and has become well received because of its user-centric approach to smartphones.

OPPO's latest Find X3 series is launched with the first-ever one-billion colour technology along with the breath-taking designs, in April. The series feature Find X3 Pro, Find X3 Neo and Find X3 Lite. The brand has also introduced brand-new phones under A series; **OPPO** A94**,** A74 and A54 5G. These budget phones are armed with versatile specs and ultra-thin designs, including 48MP AI camera and Qualcomm Snapdragon 5G chipset.

For more information visit: https://oppostore.co.uk/blog

About OPPO

The leading global smart device brand, OPPO, has been ruling the world of smartphones since it launched its first smartphone "Smiley Face" in 2008. With 4 R&D centres worldwide, an international design centre in London and 6 research institutes, OPPO is operating in more than 40 countries and regions. OPPO provides its consumers a wide range of smartphones, smart devices and accessories all over the globe.

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Consumer Technology ::

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OPPO Wimbledon :: OPPO Band :: OPPO Watch 46mm :: Smartphone :: Find x3 Series :: Find x3 Pro :: Find x3 Neo :: Find x3 Lite :: OPPO A Series :: OPPO a94 :: OPPO a54 5g ::

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