

Peugeot Announces Two Year Sponsorship Of Jamie Murray

Friday 13 November, 2015

- PEUGEOT is supporting the sporting efforts of champion tennis player Jamie Murray as his Official sponsor for the next two years
- News follows the recent PEUGEOT global partnership announcement with the ATP (Association of Tennis Professionals)
- PEUGEOT has had long associations with the sport of tennis

PEUGEOT is proud to announce its new two year sponsorship deal with Jamie Murray, Britain's No. 1 doubles tennis player. The sponsorship starts with immediate effect and will support Murray in his competition efforts to the end of 2017.

Elder brother of two-time Grand Slam singles champion, Andy Murray, Jamie specialises in doubles tennis and is currently ranked as Britain's No 1 men's double player. Jamie claimed victory in the Grand Slam mixed doubles final at Wimbledon in 2007. He has also appeared in three other Grand Slam finals in both men's and mixed doubles. He has won a total of 13 ATP titles throughout his career.

PEUGEOT is supporting Jamie with his competitive efforts for the next two years which will hopefully see Jamie achieve further victories around the world. It is the latest development from PEUGEOT, which has had an involvement in tennis for more than three decades, recently announcing a new partnership deal with Association of Tennis Professionals (ATP).

From 2016, PEUGEOT will also become a Platinum partner of the ATP World Tour as well as the Official Car supplier at more than 20 ATP World Tour tournaments, with some 500 vehicles – 508, 3008, 5008, and the Expert Tepee – providing first class transportation services for players, officials, VIPs and special guests to the events.

"PEUGEOT shares tennis' values of performance, innovation and elegance," said Maxime Picat, Peugeot CEO. "These are the same values that we aim to share with our customers. This new sponsorship of Jamie Murray is an expression of the support PEUGEOT provides tennis as a sport, its sports men and women and the parallels between these and the PEUGEOT brand and products.

Jamie Murray added; "This new sponsorship is fantastic news and will prove invaluable in my competition efforts. I'll be very proud to sport the PEUGEOT lion on my sleeve at competitions all over the world over the next two years. It's great to see PEUGEOT extending their involvement with tennis and I am delighted to be a part of their team going forward"

ABOUT PEUGEOT

The PEUGEOT brand can trace its roots back to 1810. It was in 1890 that it began producing combustion-engine automobiles. Since then, over 65 million vehicles have been produced. Demonstrated through its Brand signature 'Motion & Emotion', PEUGEOT is present in 160 countries, has 10,000 franchised Dealers and is recognised for the quality and design excellence of its products.

PEUGEOT UK

The UK is the 3rd largest market for PEUGEOT with its UK Headquarters located in Coventry. The UK car line-up includes the 108, 208, 308, 508, 2008, 3008, 5008, iON and RCZ, supplemented by people carriers and four-van range.

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