

Schwalbe UK Launches International Advertising Campaign

Monday 23 May, 2016

Cycle tyre specialist Schwalbe UK has launched a new international outdoor advertising campaign with Transport Media – the transport advertising specialist division of Media Agency Group.

The campaign consists of eye-catching bus advertisements on prime, in demand routes in London, Bristol and Dublin. Schwalbe UK is looking to target cyclists and promote its new Durano Double Defense bike tyre, and has opted for bus rear advertisements which will be in prime viewing of cyclists in the three busy cities.

The Durano Double Defense bike tyre features advanced cut resistant snakeskin sidewalls and RaceGuard protection. RaceGuard offers cyclists excellent puncture protection, with a double layer of nylon fabric inside the tyre. Schwalbe's light and sporty road tyres are perfect for cyclists of all levels and are "more than a match for your city's streets."

The ad campaign will reach cyclists on some of the UK and Ireland's busiest roads, highlighting the wear and tear of urban roads – "for every nasty in the road, there's the new Durano Double Defense bike tyre." Check out the artwork below:

Schwalbe UK is a wholly owned subsidiary of the global Schwalbe brand, founded in Germany. It has an extensive range of professional and affordable tyres, specialising in bicycle and wheelchair tyres. For more information, visit www.schwalbe.co.uk.

Managing Director of Transport Media's parent company Media Agency Group, John Kehoe, said:

"Transport Media is pleased to be working with an established tyre brand in Schwalbe on this great international bus advertising campaign, with ads now live in Bristol, London and Dublin. We are excited about seeing the results of this campaign and we would relish the opportunity to work together once again in the future."

For the latest campaign and industry news, follow [@MediaAG](https://twitter.com/MediaAG) and [@TransportMedia](https://twitter.com/TransportMedia) on Twitter

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