Toyo Tires partner FC Zenit

Friday 31 July, 2015

Toyo Tires and FC Zenit announced the signing of a three-year partnership contract. In addition to advertising at Zenit's home stadium, the sponsorship deal includes significant mutual co-operation, promoting the two partners.

Designed to unite football fans with Toyo Tires fans, one of the first steps of this mutual promotional campaign is a new online game, launched today, "Who is in Toyo".

The game, an online football simulation, allows anyone to join in, starting with training at Zenit's Petrovsky stadium after signing up. the game is played through a first person point of view and as your skill increases, your ball control skills will be challenged along with your ability to keep a cool head in set piece action like free kicks and penalties.

Players will be ranked on a leaderboard showing the most skilful. Prizes to be won include one of twelve replica shirts, signed by the Zenit team. Its easy to participate, go to: ktovtoyo.ru and join the challenge (Russian only).

The game is just the first step. During the coming season, Toyo Tires, together with FC Zenit will also launch an exciting Instagram competition and mobile application for the promo game "Who is in Toyo"

Speaking at the press conference, Toyo Tires RUS CEO, Kenta Kuribayashi said "Toyo Tires challenge ourselves to innovate. which leads to the development of good products for the market. This challenging spirit which Zenit also have, matches our mutual target, supporting the direction we want to continue in the Russian market. Of course a big club like Zenit not only affects Russia, it also gives us good influence for the Toyo Tires group throughout Europe."

Dmitry Mankin, Commercial Director of FC Zenit, welcomed the partnership and the newly launched game saying, "Becoming a part of the team and going through all challenges is not easy. But striving for victory will help every fan to overcome challenges and conclude virtual agreement with Zenit. I believe that starting cooperation with exciting virtual game we can unite all football and racing fans and prepare many different activities for them"

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