

Beat: Automobiles

FRENCH COMPANY PEUGEOT AND ATP ANNOUNCE A GLOBAL PARTNERSHIP BEGINNING IN 2016

PEUGEOT OFFICIAL CAR OF ATP WORLD TOUR

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USPA NEWS - French Company PEUGEOT and the ATP announced, November 3, a new global partnership, beginning in 2016. The partnership will see PEUGEOT become the Official Car of the ATP World Tour, with a fleet of 500 vehicles worldwide...

French Company PEUGEOT and the ATP announced, November 3, a new global partnership, beginning in 2016. The partnership will see PEUGEOT become the Official Car of the ATP World Tour, with a fleet of 500 vehicles worldwide. PEUGEOT will become a Platinum partner of the ATP World Tour as well as the Official Car at more than 20 ATP World Tour tournaments. More than 500 vehicles - 508, 3008, 5008, and the Expert Tepee - will provide first class transportation services for players, officials, VIPs, as well as the general public across the events.

PEUGEOT has had an involvement in tennis for more than three decades, and counts ATP World No.1 Novak Djokovic, as well as the likes of David Ferrer, Juan Martin del Potro, David Goffin, Jeremy Chardy, Benoit Paire, Tommy Robredo, Gilles Simon, Alize Cornet and Belinda Bencic among its ambassadors.

This latest partnership strengthens PEUGEOT's long association with tennis by officially linking its presence in 160 countries with the ATP World Tour's global footprint.

'PEUGEOT has a rich history in our sport and this long-term partnership with the ATP World Tour will cement their position as the preeminent car brand in tennis,' said Chris Kermode, ATP Executive Chairman & President. 'As we witness record audiences worldwide, we're delighted to attract such a reputable international brand as PEUGEOT and welcome them to our growing portfolio of partners.'

Source : Peugeot Citroën SA

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