

Press Release

Infinity Announce Local Soccer Sponsorship



In support of the exclusive Infinity Tyres UK distributor, Bond International, Infinity Tyres (Europe) have announced a two-year sponsorship deal with the Junior section of the local football team.

Pocklington Town AFC have had a close relationship with many of the owners, directors and workers from Bond International for many years – playing, supporting and now, sponsoring.

The sponsorship will include the provision of Infinity branded shirts and jackets.

Martin West, General Manager, Infinity Tyres (West Europe), commented: “We are delighted to be able to sponsor such a locally important part of the community – especially at grass roots level. Both the Bond International and Infinity Tyres organisations are committed to the development of a family culture, both within and outside of the working environment. We look forward to supporting Bond as a major loyal employer and to developing the awareness of the Infinity brand throughout all aspects of the community.”

The support of Infinity Tyres was welcomed by the Managing Director of Bond International, Reg Bond: “We have had a close and successful business relationship with Infinity for many years and I am delighted that they have agreed to extend this relationship through the sponsorship of a Junior side within the local football club. It demonstrates a very strong understanding of what is important to us and to our employees, and shows commitment to the extension of the “Infinity Family”. I hope this also leads to a successful season on the pitch!”

Infinity Tyres offer quality engineering combined with maximum levels of comfort and longevity.

Infinity Tyres are available in a comprehensive range of patterns across many sectors – including Passenger Car Radial, Winter, High Performance, Van, 4x4, SUV and Truck.

Infinity Tyres are becoming increasingly recognised for their quality and their adaptability and are available through specially-selected distributors in over 60 countries.

For more information on Infinity Tyres, please visit www.infinity-tyres.com or contact 0208 200 2344.

Alternatively, please contact Bond International on 0870 6067007.