

Beat: Sports

PARIS SAINT-GERMAIN - Global partnership agreement with Multistrada

PARIS Press Conference on May 23, 2016

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USPA NEWS - Was given a Press Conference at the 'Automobile Club de France' in PARIS, on May 23, 2016, regarding a global partnership agreement between Paris Saint-Germain and Multistrada. Were present Frédéric Longuépée, Deputy Managing Director in charge of commercial activity at Paris Saint-Germain,...

Was given a Press Conference at the 'Automobile Club de France' in PARIS, on May 23, 2016, regarding a global partnership agreement between Paris Saint-Germain and Multistrada. Were present Frédéric Longuépée, Deputy Managing Director in charge of commercial activity at Paris Saint-Germain and Pieter Tanuri, President Director of Multistrada. Both exposed in details their vision and expectations towards the global partnership agreement for the next three seasons.

The ambitious Indonesian manufacturer is already highly invested in the football world. Formerly associated with a British club through a regional partnership, it has made contractual commitments to Persib Bandung, Bali United and Arema Cronus and developed numerous social projects destined for young people. By joining forces with Paris Saint-Germain, Multistrada is capitalising on this foothold and hopes to move up a rung in terms of international renown.

With more than 2.6 million fans on Facebook, the Parisian club is very popular in Indonesia. A certain number of these fans regularly come together as part of the Jakarta fan club. They can stay up to date with club news via the psg.fr website, which has been available in Indonesian since 2013.

Pieter Tanuri, President Director of Multistrada, said, 'Just like Paris Saint-Germain, our ambition is to become the leader of our sector. In order to achieve this, we are teaming up with the very best. Beyond the increasing popularity of the Parisian Club in Indonesia, this partnership should enable us to increase our visibility on an international scale and transmit the values of excellence, performance and social responsibility that drive us...'

Multistrada is a company founded in 1988 which manufactures tyres for two-wheeled vehicles under the brand name Corsa and for four-wheeled vehicles under the brand name Achilles. Corsa and Achilles offer tyres for all kinds of motorbikes and cars: city, sports, off-road, utility, competition.

Source : PSG

Pictures : Pieter Tanuri, President Director of Multistrada - Frédéric Longuépée, Deputy Managing Director in charge of commercial activity at Paris Saint-Germain - © Ruby BIRD & Yasmina BEDDOU

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