

Beat: Business

MULTISTRADA - PARIS SAINT-GERMAIN, want to become the leader of own sector

Global partnership agreement

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USPA NEWS - Multistrada Arah Sarana, one of Indonesia's leading automobile and motorcycle tires producers, recently joined the club of Indonesian companies that signed a partnership agreement with a prominent international football team. For the Indonesian tire manufacturer the partnership is a strategy...

Multistrada Arah Sarana, one of Indonesia's leading automobile and motorcycle tires producers, recently joined the club of Indonesian companies that signed a partnership agreement with a prominent international football team. For the Indonesian tire manufacturer the partnership is a strategy to market its products, raise brand awareness, and boost its sales in Europe.

The partnership between both sides involves the placing of the PSG logo on Multistrada Arah Sarana's products, while the Paris-based football club agreed to visit Indonesia in 2017 and to lend five of its players to promote Multistrada Arah Sarana's products. PSG also plans to open a soccer academy this year in Indonesia in cooperation with local soccer club Bali United. Tire manufacturer Multistrada Arah Sarana produces the Achilles brand for cars and Corsa brand for motorcycles. By signing the partnership deal with PSG, both tire brands become the official tires for PSG in the period 2016-2019.

Currently, Europe contributes 15 percent to the company's sales. Tires of Multistrada Arah Sarana are exported to a total of 93 countries around the globe with its biggest markets in the Middle East, United States and Europe.

Source : Indonesia Investments

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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