



# Olympian Sami Jauhojärvi becomes Radar Tyres ambassador

Date: 8th July 2025

Author: Stephen Goodchild

Comments: 0



Sami Jauhojärvi (Photo: Omni United)

Radar Tyres, the flagship brand of Omni United, has appointed Sami Jauhojärvi, Olympic gold medallist

## RELATED TAGS

brand ambassador,  
G.S. Sareen, Omni  
United, Radar Tyres,  
Sami Jauhojärvi



## Top five articles this week



Modern  
Tyres  
buys  
BestDrive

Ireland

posted on July 3, 2025



JK Tyre  
debuts  
India's 1st  
ISCC Plus

car tyre

posted on May 16, 2025

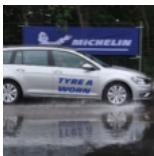
and one of Finland’s most celebrated cross-country skiers, as its official brand ambassador. As part of the collaboration, Jauhojärvi will represent Radar Tyres in marketing campaigns, digital outreach, and local events, sharing his experiences and supporting the brand’s mission to “make premium-quality tyres more accessible.”

“We’re excited to welcome Sami to the Radar family,” says G.S. Sareen, Founder and CEO of Omni United. “Sami’s authenticity, credibility, and strong connection with his audience make him an ideal partner for us. He embodies the spirit of perseverance and performance – the same qualities we build into every Radar tyre. As we continue to grow our brand across Europe, partnerships like this play a key role in building deeper connections with consumers. We’re excited to build on this momentum with more such collaborations in the near future.”

Natural alignment

A household name in Finnish sport, Sami Jauhojärvi brought home Olympic glory at the 2014 Sochi Winter Games. Omni United draws parallels between the ethos of Radar Tyres and the widespread respect Jauhojärvi has gained for his endurance, resilience, and deep connection with the outdoors. “Known for delivering premium performance and quality at an affordable price, Radar Tyres offers products for a wide range of terrains and weather conditions, including summer, all-season, winter, and ice tyres. Radar Tyres sees this partnership as a natural alignment of shared ideals as it looks to strengthen its presence in Europe and the UK,” comments Omni United.

“I am thrilled to represent Radar Tyres, a brand that has a remarkable mission to make premium quality and performance accessible to all and also has deep-rooted values of giving back to society via various initiatives it has undertaken over the years



ADAC  
testing –  
Michelin  
best for

tyre particle reduction  
posted on July 7, 2025



Top 10  
Chinese  
tyre  
brands

2024 announced  
posted on December 23,  
2024



Halfords  
names ex-  
Kwik Fit

operations director as  
Garages MD  
posted on July 4, 2025

Popular  
Articles  
Today



ADAC  
testing –  
Michelin  
best for

tyre particle reduction  
posted on 7th July 2025



Bridgestone has sold  
its Thai carbon black  
business to Tokai  
Carbon

posted on 7th July 2025

such as supporting breast cancer research” adds Sami Jauhojärvi. “I’m sincerely surprised about the performance and silence of my Radar Tyres and happy to deliver this feedback to all the people.”

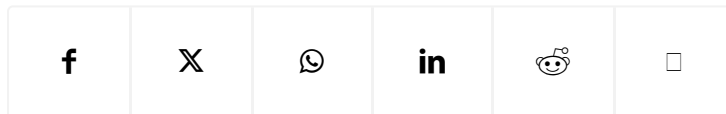
## Related News:

1. GFG Style designing Omni’s Radar tyre range
2. Radar Tyres begins golfing sponsorship
3. Omni United’s Radar Tyres marks 10-year support for Breast Cancer Research
4. Omni United/Radar Tyres support Breast Cancer Research Foundation (BCRF)



## COMMENTS

## SHARE THIS ENTRY



Olympian  
Sami  
Jauhojärvi  
becomes

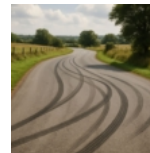
Radar Tyres  
ambassador

posted on 8th July 2025



Apollo  
Aspire 5  
heading  
to Europe

posted on 8th July 2025



Second  
ADAC tyre  
abrasion  
study –

Michelin remains the  
benchmark

posted on 8th July 2025

© 2020 - Tyrepress

