



PROUD PARTNER OF THE TEXAS RANGERS

NOTIZIE

8 Aprile 2026 di Ludovico Bencini



Radar Tyres invests in America: multi-year partnership with the Texas Rangers

Radar Tyres has announced a new partnership with the Texas Rangers, a militant team in Major League Baseball (MLB), the US top baseball division, an important step forward in the brand's ongoing investment in market visibility, retailer engagement and long-term growth across North America.

Through this partnership, Radar Tyres will exploit the Rangers platform to strengthen relationships with distributors and retailers, while creating new opportunities to get in touch with consumers and the target audience in a meaningful way.

The partnership with a world-class organization such as the Texas Rangers reinforces Radar Tyres' commitment to quality, reliability and performance. The partnership is designed to increase the credibility of the brand and expand its notoriety, both on and off the field. As Radar Tyres continues to build deeper ties with consumers and retailers, this collaboration will further position the brand as an active and engaged member of the Texas community, enjoying strong local success and connecting significantly with grassroots consumers.

*"We are excited to collaborate with the Texas Rangers, an organization that represents excellence at the highest levels," said **Rob Montasser**, Vice President of Radar Tyres for North America. This partnership gives us a unique opportunity to interact with our retailers and customers more effectively, while continuing to consolidate the Radar brand in key markets such as Texas."*

As Radar Tyres continues to expand its presence in North America and the rest of the world, strategic partnerships like this and the recent partnership with the South African cricket organization will play a key role in strengthening its position in the market and offering added value to its partners.