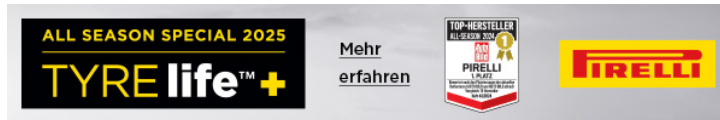


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Sami Jauhojärvi becomes Radar Tires brand ambassador

WEDNESDAY, JULY 9, 2025 / 0 COMMENTS / BY CHRISTIAN MARX



As a brand ambassador for the Omni United tire brand Radar Tires, Sami Jauhojärvi wants to help make "premium quality and performance accessible to everyone" (Image: Omni United)

Omni United has appointed Sami Jauhojärvi, Finnish cross-country skier and 2014 Winter Olympic gold medalist, as brand ambassador for its Radar Tires brand. The partnership will strengthen the brand's presence in Europe and the UK [<https://reifenpresse.de/2024/03/26/radar-tyres-will-mit-pneus-auf-hoehstem-niveau-den->

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[europaeischen-markt-erobern/](#)]. According to the Singapore-based tire designer, manufacturer, and distributor, it is the [flagship brand in its product range](#) [<https://reifenpresse.de/2021/12/17/radar-tyres-soll-offenbar-auch-als-designmarke-positioniert-werden/>], which also includes the Patriot Tires, American Tourer, Tecnica, and Corsa brands. "We are delighted to welcome Sami to the Radar family," said Gajendra Singh Sareen, founder and CEO of Omni United. His authenticity, credibility, and strong connection with his audience made him the ideal partner for the company.

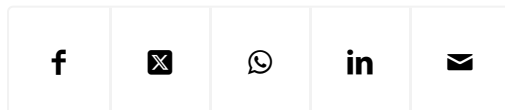
lawsuit against searches into alleged price fixing

"He embodies the spirit of perseverance and performance—the same qualities we incorporate into every Radar tire. As we continue to expand our brand across Europe, partnerships like this play a key role in building closer connections with our customers. We look forward to building on this momentum with more collaborations of this kind in the near future," said Sareen. As part of the collaboration, Jauhojärvi Radar Tyres will be featured in marketing campaigns, digital outreach, and at local events, sharing its experiences and, as the company continues, "supporting the brand's mission to make premium tires more accessible."

TAGS: AMERICAN TOURER , CORSA , EUROPE , GREAT BRITAIN , WHOLESALE , COOPERATION , MARKETING , OMNI UNITED , PATRIOT TIRES , RADAR , RADAR TYRES , TIRE TRADE , SAMI | JAUHOJÄRVI , SINGAPORE , TECNICA , THEMA



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