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Michael Clarke has become Radar Tyres global brand ambassador
(Photo: Radar Tyres)

Radar Tyres has appointed “Australian cricket icon” Michael Clarke as its new global brand ambassador. According to the company, the strategic partnership “marks a major milestone in Radar Tyres’ ongoing brand-building efforts, designed to further support its distributors and retailers”. By aligning with “one of cricket’s most recognisable figures”, Radar Tyres aims to leverage Clarke’s global influence and credibility to enhance brand visibility and

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strengthen its presence across key markets worldwide.

"I'm thrilled to join the Radar Tyres family," said Michael Clarke. "Radar Tyres is a dynamic, fast-growing brand whose mission to make high-quality, high-performance tyres accessible to everyday drivers around the world, truly resonates with me. They deliver premium products at an affordable price, and I'm excited to be part of their journey in bringing this mission to even more drivers globally."

Clarke, affectionately known to fans as "Pup," captained the Australian national cricket team from 2011 to 2015. Under his leadership, Australia clinched the 2015 Cricket World Cup and reclaimed the No. 1 Test ranking, reinforcing his reputation as one of the most accomplished captains in modern cricket. His illustrious career includes 8,643 Test runs (avg. 49.10), 7,981 ODI runs (avg. 44.58), and an unbeaten 329 against India, the highest Test score ever recorded at the Sydney Cricket Ground.

Clarke's achievements span beyond sport. His work in media, business, and charitable initiatives, alongside his strong digital presence and successful podcasting career, enables him to engage with millions globally across diverse platforms.

"We are thrilled to welcome Michael Clarke to the Radar family," said GS Sareen, president and CEO, Omni United. "Michael is a household name whose passion, accomplishments, and global appeal make him an ideal ambassador to elevate our brand. His association will help us connect more meaningfully with everyday drivers who seek reliable, premium performance but at an accessible price. This partnership will expand our reach, strengthen our presence in key markets, and further reinforce Radar Tyres as a trusted and fast-growing global brand."

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