



Baseball – Radar Tyres partners with Texas Rangers

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Author: Stephen Goodchild

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(Source: Onmi United)

Major League Baseball team the Texas Rangers has a new partner, with Radar Tyres coming on board under a new multi-year deal. The Omni United brand says this partnership marks a “significant step forward” in its investment in market visibility, dealer engagement, and long-term growth across North America.

Through this partnership, Radar Tyres will leverage the Rangers’ platform to strengthen relationships with distributors and retailers, while creating new opportunities to connect with consumers and key audiences in meaningful ways. The brand considers the Texas rangers – winner of the 2023 World Series – a “championship-calibre organisation” and believes aligning with the club “reinforces Radar Tyres’ commitment to quality, reliability, and performance,” adding that by design the partnership will enhance brand credibility and expand awareness, both on and off the field. “As Radar Tyres continues to build deeper connections with consumers and retailers, this collaboration will further position the brand as an active and engaged member of the Texas community, resonating strongly with local audiences and connecting meaningfully with grassroots consumers,” states the brand.

Impactful engagement

“We’re excited to partner with the Texas Rangers, an organisation that represents excellence at the highest level,” adds Rob Montasser, Vice President for Radar Tyres, North America. “This partnership gives us a unique opportunity to engage with our dealers and customers in a more impactful way, while continuing to build the Radar brand across key markets like Texas.”

As Radar Tyres continues to expand its footprint across North America and the rest of the world, strategic partnerships like this and the recently announced [partnership with the South African Cricket organisation](#) will play a key role in strengthening its position in the market and delivering added value to its partners.