

JCT600

08 November 2010

JCT600 BACKS YORKSHIRE CRICKET WITH MAIN SPONSOR DEAL



Yorkshire County Cricket Club has secured the region's largest independent car retailer, JCT600, as the club's main official sponsor, in a large six figure, three year deal.

Taking effect from the beginning of next season Andrew Gale and his Yorkshire team will wear JCT600 branded shirts in all forms of the game. The deal will enable significant investment to continue into both the professional and up and coming Academy squads and the two organisations will also be working closely together on a number of community and sport-led initiatives.

The deal was secured after previous long term sponsor Bradford & Bingley's contract expired and follows a one year deal with Welcome to Yorkshire.

Colin Graves, chairman of Yorkshire County Cricket Club said: "The Club is delighted to welcome JCT600 as its new official sponsor. The large number and wide spread of JCT600's dealerships across the County means that it is a highly relevant brand to all of our supporters.

"I know that Martyn Moxon and all of our players will appreciate having the backing of such a strong business on our shirts as we look to drive on following our promising 2010 campaign, where we came so close to honours in both the CB40 competition and the LV= County Championship."



media relations and profile

With its head office in Bradford, JCT600 is a local family business with a 60 year history and has become a well-known and trusted name in the Yorkshire car retailing industry.

John Tordoff, chief executive of JCT600 added: "JCT600 is represented by dealerships throughout Yorkshire and this sponsorship gives us the opportunity to work with the only sporting entity that represents the County as a whole. The club contributes hugely towards the strong sense of identity our region possesses and we are proud to be able to support the squad as it moves forward into next season.

"The team is made up of some extremely ambitious, committed and talented players and this works in perfect synergy with all that JCT600 stands for. We have no doubt that the club's ambitions will be realised in the coming seasons and very much look forward to being part of it.

"We're already working closely with the club on a number of initiatives and hope that our involvement will help to contribute towards the continued popularity of cricket in Yorkshire, so that we can all share in the pride and passion it brings to the region."

JCT600 has 48 dealerships throughout Yorkshire, Derbyshire, Lincolnshire and the North East and sells 21 of the world's most respected brands such as Aston Martin, Audi, Bentley, BMW, Ferrari, Maserati, Mercedes-Benz and Porsche.

<ends>

Photo caption:

JCT600 Yorks Cricket: (left to right): Yorkshire cricketer Richard Pyrah joins Jack Tordoff and John Tordoff from JCT600 and Richard Kaye from Yorkshire County Cricket Club, alongside fellow team member Gerard Brophy.