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SM UK

Leeds Rhinos score for auto engineering firm



Auto engineer and vehicle safety system specialist SM UK has renewed its sponsorship deal with Leeds Rhinos after five years as a commercial partner of the club.

Leeds Rhinos' first game of the 2019 Super League season kicks off on Saturday [2 February], when the team plays Warrington Wolves away. As an associate partner of the club, Leeds-based SM UK's logo will appear on the club's home kit shirt, shorts and socks. The firm is also a sponsor of the Rhinos' women's team.

SM UK managing director Steve MacDonald said: "Sponsoring the biggest and most successful club in the Super League, as we have done for five years now, means we are able to advertise the business to a large crowd at every Leeds home game.

"Matches attract crowds of around 16,500 people, and our partnership with Leeds Rhinos has also proved to be an excellent networking opportunity for us, giving us exposure to lots of other businesses that might require our services."

He added: "We've had a huge number of enquiries via our sponsorship of the club, and contract wins too. It also helps that we have a healthy obsession with rugby league and are massive fans of the club as well!"

Leeds Rhinos commercial director Rob Oates said: “It’s fantastic news that Steve and the SM UK team are renewing their partnership with the club. We’ve had five great years with them, during which they have very much become part of the Leeds Rhinos family, getting to know our directors, players and other club sponsors.

“It’s a great time to be involved with Leeds Rhinos as we forge ahead with the £45m refurbishment of our Headingley stadium which will deliver a world class facility when it’s completed this Spring.”

SM UK designs and installs on-board vehicle safety technology, including its award winning HALO cyclist detection system. Employing 55 people, from the firm’s new 10,000 sq ft vehicle conversion centre in Leeds, its team of engineers provides bespoke fit out and conversion services on a wide range of vehicles from HGVs to NHS first responder vehicles.

Photo: L-r: Steve MacDonald, SM UK; Leeds Rhinos players Kallum Watkins, Matt Parcel, Richie Myler; director of rugby Kevin Sinfield