

## Forever on the Road to Success

With new campaign, Dunlop fuels the excitement for both drivers and teams

**Brussels, Belgium, xx March 2015** – Dunlop, the international manufacturer known for its high-performance tires, today announced the launch of a new brand campaign. True to the company's DNA, the campaign with the new claim "Forever Forward" is built around everything that makes driving exciting – including high-profile motorsport to which Dunlop is linked through a long successful history. But instead of focusing exclusively on this heritage, Dunlop's new campaign shows that there is more.

"We spend a lot of time talking to drivers and driving enthusiasts, listening to them and understanding what makes them tick", Guillaume Carli, Marketing Manager Dunlop Brand EMEA. "And it's a lot more than motorsports. Life is full of exciting challenges. People who are ready to accept challenges have found their personal road to success – and Dunlop is here to support them on their way."

The campaign that has been developed by Dunlop with agency partner Leo Burnett will roll out across all media in Europe, Middle East and Africa (EMEA) starting this month. Among the highlights is "One Moment", a long-form commercial for which Dunlop teamed with partner Mercedes AMG and high-profile director Christopher Hewitt. The film can be seen in cinemas and online as well as on TV.

As part of the new brand campaign, Dunlop will also revise its Corporate Identity, presenting a unique new look for the long-standing brand.

“Dunlop has been on our very own road to success for over 125 years now”,  
Guillaume Carli, Marketing Manager Dunlop Brand EMEA says. “Our new campaign is  
the next step ahead.”

**About Dunlop**

Dunlop is one of the world's leading brands for high and ultra-high performance tires with an impressive track record of motor sport successes. Dunlop's extensive racing experience has led to innovative technologies for tires designed for everyday motoring. Always looking to maximize driving pleasure, Dunlop offers all types of motorists the performance and durability of the latest tire technologies. For more information on Dunlop, visit [www.dunlop.eu](http://www.dunlop.eu)