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Autoneum new “Exclusive Partner” of Grasshopper Club Zürich

Autoneum is expanding its existing sponsorship activities and from the start of the 2016/2017 season will be the new “Exclusive Partner” of the Swiss Super League football club and record champion Grasshopper Club Zürich (GC).

Autoneum, the world market leader in automotive acoustic and thermal management with headquarters in Winterthur (Switzerland), is supplementing its sponsorship activities, which also include the internationally renowned World Car Awards, with the nationally oriented GC partnership. The sponsorship of GC as “Exclusive Partner” among other things includes dress and LED perimeter advertising and underlines Autoneum’s commitment to Switzerland and the Swiss record champion. “Grasshopper Club Zürich is one of the most successful and long-standing football clubs in Switzerland and extremely attractive for a globally active company such as Autoneum. Autoneum and GC are connected by their shared aspirations of professionalism and top performance. This partnership enables us to increase the degree of awareness of Autoneum in Switzerland and toward the public at large”, explains Martin Hirzel, CEO of Autoneum.

Manuel Huber, CEO of Neue Grasshopper Fussball AG, adds: “We are delighted about Autoneum’s decision to support and promote GC as ‘Exclusive Partner’ from the 2016/2017 season. With Autoneum we have gained a globally successful sponsor that is a global leader in its segment. GC and Autoneum both stand to benefit from this new partnership.”

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About Autoneum

Autoneum, with its headquarters in Winterthur, Switzerland, is the globally leading producer of vehicle acoustics and thermal management systems. The company develops and manufactures components, modules and complete systems for interior and engine bay as well as heatshields and underbody shields. Customers include leading automobile producers in the key markets of Europe, North America, South America and Asia. Autoneum is represented at around 50 locations in over 20 countries and employs more than 11,000 people worldwide, of whom about 5% are in Switzerland. The company is listed on the SIX Swiss Exchange (ticker symbol AUTN).

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