



DUNLOP





Brand Mission: Dunlop's focus is on developing and deepening the understanding of what drives their sports players and motivates them to achieve, and to capture their passion, emotion and commitment in the products they develop. They aim to use the strength and endurance of their world renowned product to help bring forward another generation of sporting greats who will play hard and dig deep when it matters, whilst their heritage and expertise makes them ideally placed to fulfil their ambition of becoming one of the world's biggest multi-sports brands.

Dunlop has been one of the most successful sports brands of the 20th century, with more Grand Slam winners than any other. It has been played by some of the sporting legends of history over the last 90 years, including Arnold Palmer, John McEnroe and Steffi Graf.

Dunlop is an international brand, globally Dunlop tennis balls, squash balls and squash rackets have the no.1 market share. The Dunlop squash ball is the official ball of the major professional events, and 42% of the top 50 players use Dunlop rackets. The Dunlop "65" golf ball reigned supreme for an unprecedented 50 years and won more competitions than any other ball in the hand of many of the golfing greats.

Green Flash shoes were the standard in tennis footwear for decades, and are now seen by generations as a "retro" fashion item.

Dunlop is a sports brand of various strengths, internationally recognised, with great heritage of sporting innovation and achievement. Moving forward it is the Dunlop mission to match and increase the presence and appreciation of the glorious brand's past.

Dunlop Sponsorship



Amelie Mauresmo



John McEnroe



Greg Rusedski



Roland Garros – French Open



Squash:
Jonathon Power,
Lee Beachill,
Sarah Fitz-Gerald



David Howell



Darren Clarke



John Daly



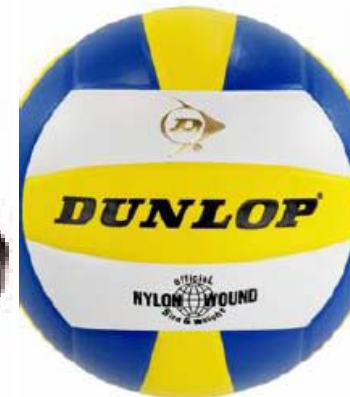
Dunlop British Open
Squash Championships

Dunlop Product

Core Product



Licensed Product





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