



Six Nations Rugby and BKT announce a new long-term partnership

- BKT becomes the Official Tire Partner of Six Nations Rugby, spanning the Guinness Men's and Guinness Women's Six Nations
- BKT is a world-leading tire manufacturer in the Off-Highway tires industry, specialising in, agriculture, construction, earthmoving, and mining
- The new long-term partnership will introduce a BKT Award to the Men's and Women's Championships
- The new partnership between Six Nations Rugby and BKT will start with the Guinness Men's Six Nations, which kicks off on January 31st

For Immediate Release

20th January 2025 – London, UK

Six Nations Rugby and BKT have agreed a new long-term partnership that will see the world-leading tire manufacturer support international men's and women's rugby.

BKT becomes the Official Tire Partner of Six Nations Rugby, spanning the Guinness Men's Six Nations and Guinness Women's Six Nations, starting with the upcoming 2025 instalments of the Championships.

BKT's innovative solutions are designed for the most differing user needs. The company's portfolio includes over 3,600 products sold in over 163 countries worldwide. BKT offers the widest range of Off-Highway tires specially designed for vehicles in the agricultural, industrial, earthmoving, mining, ATV and gardening sectors.

With a legacy in supporting sports – including rugby, football, cricket and basketball - BKT is driven by its commitment to deliver unforgettable experiences for fans through its partnerships, whilst engaging and inspiring. This will extend to the teams and players competing in the annual men's and women's Six Nations Championships, through the introduction of the new BKT award for rising stars in international rugby.

The new award's purpose is for BKT and Six Nations Rugby to spotlight the next generation of exciting international rugby talent and use this platform to inspire upcoming stars of the game, those following in their footsteps, and the fans watching all around the world. The new trophy reflects BKT's mission to empower growth and celebrate potential – values that resonate deeply with rugby fans worldwide.

Commenting on the new partnership, Tom Harrison, Chief Executive Officer at Six Nations Rugby, said:

“Every year the Six Nations Championships come back bigger and is an occasion the teams, players and millions of fans look forward to. As such, it is hugely exciting to welcome BKT as a new partner of Six Nations Rugby, who will be supporting each of our six unions and federations from the outset of the 2025 Championships. With experience and a commitment to enhance the experience for fans, we are looking forward to working with the BKT team to bring their partnership to life.”

Lucia Salmaso, Managing Director of BKT Europe, added:

“Rugby embodies BKT's values as no other sport: it's about teamwork, physicality, fair play, community and loyalty. We are deeply committed to making a meaningful contribution to rugby, ensuring the game continues to grow and thrive on a global scale. This partnership with Six Nations is an opportunity to not only support the legendary championships but also the rising stars who represent the future of the sport.”

The 2025 Guinness Men's Six Nations kicks off on the 31st January, running until the 15th March. The Guinness Women's Six Nations then starts on the 22nd March. For all the latest news and information on how, when and where to watch the Championships: <https://www.sixnationsrugby.com/en>



About BKT:

Balkrishna Industries Ltd. (BKT) is an India-based tire manufacturer. The BKT group offers a large and always updated production range of Off-Highway tires specially designed for vehicles in the agricultural, industrial, earthmoving, mining, ATV and gardening sector. Visit the website www.bkt-tires.com for additional information.

Furthermore, discover our other sports sponsorships at <https://sponsorship.bkt-tires.com>

BKT PRESS OFFICE

Contacts: media@bkt-tires.com

Marianna Mussone +39 344 6188183

Luca Forte +39 334 6188346