

Motorway to Sponsor ITV's Live Coverage of the Guinness Six Nations

Published Tue 18 Jan 2022



[Corporate](#)

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ITV today announces that Motorway is the new stand-alone sponsor of the broadcaster's live Guinness Six Nations coverage across 2022 and 2023.

Motorway, the UK's fastest growing used car marketplace, will sponsor ITV's live coverage of the tournament, encompassing broadcast sponsorship of coverage across ITV and STV.

The two-year sponsorship agreement planned and brokered by Motorway's media agency, MG OMD, will include a comprehensive activation package, including catch-up sponsorship on the ITV Hub, digital creative executions, and social support on ITV Platforms and on Twitter Amplify for the 2022 and 2023 tournaments. Creative executions and sponsorship idents will be produced by

Motorway's creative agency, Wonderhood Studios.

As part of increased coverage of the tournament beginning this year, ITV will provide exclusive live coverage of ten of the fifteen matches during the six-week tournament, starting on Saturday February 5 with Ireland's game against Wales at the Aviva Stadium in Dublin, which kicks off the tournament.

ITV's ten games include all home matches of England, Ireland, Italy and France.

Lloyd Page, CMO at Motorway, said: "We're proud to partner with ITV and bring one of the biggest sporting tournaments in the world to millions of rugby fans via our sponsorship of ITV's live coverage of the Guinness Six Nations. After a year of outstanding growth, this sponsorship gives us a fantastic opportunity to continue driving awareness of Motorway as the best way for people to sell their car for free, thanks to our easy-to-use website and access to thousands of dealers in our nationwide dealer network."

Tom Cocker, Executive Director at MG OMD, said: "We are delighted to support Motorway in their sponsorship of the upcoming Guinness Six Nations coverage on ITV. This represents the next exciting stage in the Motorway journey, to build on current successes, and drive brand fame and salience in an incredibly competitive and buoyant car selling market. Working with ITV offers a unique opportunity to connect with key audiences at scale across multiple platforms. We are incredibly excited to see it come to life. "

Simon Daghish, Deputy Managing Director of ITV Commercial, said:

"This fantastic new deal brings ITV together with an emerging major player in the market, extending their brand reach to a whole new audience and providing an opportunity for us to work with them on a comprehensive and innovative sponsorship package. With England, Ireland, France and Italy home games now forming our Six Nations portfolio, we're bringing ITV viewers a wealth of superb rugby that forms part of our year of live sport in 2022."

[end]

Notes To Editors

About ITV

ITV connects millions of people every day, making content they can't get enough of, and reflecting and shaping the world we live in... and we do all this through the power of creativity.

We are a leading media and entertainment company, with the largest free-to-air commercial television network in the UK, a global production and distribution business and a growing Direct to Consumer business. Engaging audiences in the UK and around the world with creative, high-quality content is at the core of everything we do.

We reach over 40 million viewers every week with our programmes on ITV's family of channels, as well as through ITV Hub.

ITV Studios is home to some of the best creative minds, crafting over 7,000 hours of original programming across 60 production labels. Our global footprint spans 13 countries including the UK, US, Australia, France, Germany, Spain, The Nordics, Italy and the Netherlands and our global distribution business sells our catalogue of 90,000+ hours to broadcasters and platforms around the world.

ITV has several SVOD services with over 3 million subscribers worldwide, including BritBox UK, BritBox International which is available in the US, Canada, Australia, and South Africa and will soon be available in The Nordics, and ITV Hub+ (the ad-free version of the ITV Hub with download functionality).

Our Social Purpose is to shape culture for good. It is an integral part of how we set and deliver our business goals, and has four focus areas: Better Health, Diversity & Inclusion, Climate Action and Giving Back.

About Motorway

Motorway is the UK's fastest-growing used car marketplace – the online-only platform connects private car sellers with thousands of verified dealers nationwide, ensuring everyone gets the best deal.

Since launching in 2017, Motorway has grown to a team of over 250 and has completed over 100,000 successful car sales for customers across the UK.

For more information visit [motorway.co.uk](https://www.motorway.co.uk)

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