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Unipart Logistics announced as Community Sponsors for Coventry Rugby Club

Unipart Logistics, part of the Unipart Group - the leading full service logistics provider and consultant in operational excellence - has today signed an agreement to become community sponsor for Coventry Rugby Club.

The deal will include support sponsorship of the main team; sponsorship of the new Colts side and a schools liaison programme where the club will deliver a programme of Tag Rugby, fitness and team work training and healthy living coaching to six local schools.

The agreement is initially for one year and will run alongside and complement the club's main sponsorship deal with Jaguar Land Rover. Unipart Logistics has a long standing business partnership with Jaguar Land Rover, being Jaguar's global logistics supplier for many years and providing other services to the Jaguar Land Rover business as a whole.

Commenting on the agreement Mike Varnom, Managing Director of Unipart Aftermarket Logistics said "Unipart has had a presence in Coventry for many years and has strong relationships with many local schools and organisations through our local sites. When the opportunity arose to become community sponsor to Coventry Rugby Club, this seemed an ideal fit with our both our business and our community activities.

"Unipart has a strong corporate value set and a philosophy of working – the Unipart Way – which underpins everything that we do. This philosophy engages people at every level of the organisation to eliminate waste from our processes and to work towards deep long-term relationships with our key stakeholders.

"Our Unipart Way philosophy helps to guide our community activity. By developing long-term relationships with our community stakeholders we are able to share our values and work together for mutual advantage.

"Although the club has been through a difficult period we strongly believe that the foundations are now in place to re-establish the club as a major community club and a force in English Rugby, and we are excited about the opportunities of working together to realise these ambitions."

Unipart is a company well known for its leadership in corporate responsibility and has promoted a responsible and sustainable approach to business for many years.

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Unipart is an active member of Business in the Community, achieving platinum status in the BITC's 2010 Corporate Responsibility Index - the UK's leading benchmark for responsible businesses. Unipart also achieved the Carbon Trust Standard in 2010, which recognises companies which have taken direct and genuine action to measure, manage and reduce their carbon emissions, rather than paying to off-set their emissions.

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Picture caption:

Left to Right: Mike Varnom, MD of Unipart Aftermarket Logistics; Ioan Thomas Daniels, Unipart Logistics; Lee Parry Coventry Rugby Club player; Phil Maynard Director of Rugby CRFC; Chris Gregory, Deputy Chairman CRFC; Andrew Carpenter, Board Member CRFC; Paul Brooks, Sales Director Unipart Logistics.



A high resolution version of this photo is available from debbie_daly@unipart.co.uk

Editors' Notes:

About The Unipart Group

The Unipart Group employs more than 10,000 personnel worldwide and has an annual turnover of more than £1billion. It is a leading full service logistics provider and consultant in operational excellence.

Operating across a range of market sectors, including automotive, leisure, marine, manufacturing, mobile telecoms, rail, retail and technology, Unipart offers a breadth of services from third party logistics to expert consultancy.

All Unipart sites operate according to the Group's proprietary version of Lean known as The Unipart Way. This is a philosophy of working underpinned by tools and techniques that inspires efficiency, flexibility and outstanding customer service in any process.

Unipart also offers expert consultancy in implementing Lean principles and in supply chain management across a variety of industry sectors.

The Group's clients include Sainsbury's, ASOS.com, Homebase, Vodafone, 3, BSkyB, Jaguar Land Rover, London Taxis International, Mobis and HMRC.