



# POLO RIDER CUP rides with DEFENDER

#POLORIDERCUP

GAME POLO is proud to announce DEFENDER as the Official Courtesy Car of the POLO RIDER CUP, which will be held from 14 to 24 June 2023 at the Polo Club de Saint-Tropez - Haras de Gassin.

DEFENDER has always been at the heart of equestrian events where riders and horses put their skills, bravery, and power to the test. DEFENDER supports world-class competitions and GAME POLO is delighted to partner with this modern luxury brand.

During the competition, DEFENDER will be present at the Village with different models on show, as the courtesy car for our VIPS as well as being present at the Final, accompanying the finalists to the opening ceremony for the final game of the POLO RIDER CUP.

**Laurent Letourneur, Marketing & PR Director of LAND ROVER France, comments:** "We are very happy to accompany the POLO RIDER CUP for this 2023 edition alongside prestigious partners. The DEFENDER universe is very close to the equestrian community, with the unrivalled capabilities of our vehicles perfectly suited to riders' needs. Polo, a sport of excellence with a rich heritage, shares many similarities with our brand. Rigor, know-how and surpassing oneself are the values that unite us. Together, let's embrace the impossible."

**Olivier Godallier, President & Founder of GAME POLO, comments:** "DEFENDER has a long-established connection with equestrian sport, and we are very pleased to welcome them to the POLO RIDER CUP. We both share the same values, passion for outdoor activities and lifestyle and pursuit for excellence with a desire to go above and beyond."

## About LAND ROVER ([www.landrover.fr](http://www.landrover.fr))

"Since 1948, Land Rover has been designing authentic 4WDs that represent true 'breadth of capability' across the model range. Defender 90, 110, and the recently revealed Defender 130 are now part of the Defender family. At the heart of our Reimagine strategy, the future of modern luxury, is the electrification of the Land Rover brand. This marks the start of the company's journey to become a net zero carbon company across its supply chain, products and operations by 2030."

## About GAME POLO ([www.poloridercup.com](http://www.poloridercup.com))

GAME POLO is a French sports marketing agency with activities in event management, marketing & sponsoring, licensing & merchandising, TV & digital distribution, and hospitality. GAME POLO is also the Organizer and Promoter of the POLO RIDER CUP

## PRESS RELEASE

**Biarritz 23/02/2023**

For more information:

[neus@game-polo.com](mailto:neus@game-polo.com) | +33 5 5926 1687 | +34 680 451 282

