

**Press release**

**Toro agreement with European Tour extended to 2018**

The Toro Company is pleased to announce its renewed multi-year partnership with the European Tour, which continues a successful 15-year relationship. The partnership includes the European Tour, Senior Tour and Challenge Tour across Europe, the Middle East, Africa and Asia, and reflects Toro’s position as the market leader in golf.

“After a full market analysis, we are proud to see Toro come out on top and be selected by the European Tour as the best partner to meet their needs,” said Andy Brown, senior sales manager for Commercial Equipment, Golf Irrigation and Corporate Accounts, Europe, Middle East and Africa. “There was, as always, significant competition, but the quality of Toro products combined with local dealer support and the fact that most European Tour venues are existing Toro customers, we believe was a key differentiator.”

Toro turf equipment and irrigation products will continue to assist the European Tour in the presentation and playability of the courses to provide the best possible conditions for players, promoters, sponsors and the watching public. With a large majority of the European Tour venues already using Toro equipment and irrigation, most operators will be able to use additional machines without the need for extensive training.

“The contract runs from 1 January 2016 to 31 December 2018 and signals the start of the next era between the Tour and Toro,” says Darren Redetzke, Vice President of International Business. “Toro has very similar goals to the European Tour in that we are constantly focused on innovation, sustainability and pushing the boundaries. Together, we are committed to helping grow the game among players and fans, and we are truly delighted to be asked to pair up again and extend our strong, long-standing relationship even further into the future.”

Keith Pelley, CEO of the European Tour, said: “Having our golf courses prepared and presented to the highest standard is an essential part of providing the best possible playing experience for our members, which is one of our key priorities. Toro’s products and equipment play a vital role in us achieving this, so we are delighted to extend our long-standing relationship with them to help ensure these high standards continue to be met.”

ENDS

**Notes to editors:** Toro turf products are distributed throughout mainland UK by Lely (UK) Limited, 1 Station Road, St Neots PE19 1QH. Call 01480 226800, email turfcare.uk@lely.com or visit www.toro.com / www.lely.com for further details. And in Ireland by Lely Ireland Limited, Kilboggin, Nurney, Co. Kildare. Call 00 353 (0)45 526170 or email turfcaresales.ie@lely.com.

**Image caption:** Toro’s Andy Brown, middle, withKeith Pelley, CEO of the European Tour, right, and David Garland, Director of Tournaments for the European Tour.

**Editorial charges:** Please email all requests to rosie@oneagency.co

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Issued on behalf of Toro Commercial

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Oneagency.co/ToroCommercial/EuropeanTour/KW/RD/JG/HJ/26.01.15