

General Tire Partners with British Basketball to Deliver Slam Dunk Showstopper

- Epic dunk competition on top of the O2 to promote the playoff finals
- Play off finals take place at the O2 on Sunday May 14th
- Arena expected to be at full capacity

General Tire has partnered with The British Basketball League to deliver a first-of-its-kind basketball dunk competition, at the top of The O2.

The competition is designed to build excitement in the countdown to the play-off finals, which take place later this month.

Leicester Riders star and highflyer Blake “The Showman” Bowman headed 52 metres up onto the roof of The O2, overlooking London’s iconic skyline, where he recreated a series of epic slam dunks from this year’s regular basketball season.

A judging panel of experts were on hand to cast their verdict on the ‘Dunk of the Season’, and in the end, Bowman’s very own windmill jam came out on top, crowning him champion of the **British Basketball League “Now You Know” Dunk Challenge, bought to you by General Tire.**

The activity celebrates another incredible year for The British Basketball League and the growing popularity of basketball in the UK. An expected capacity crowd of close to 17,000 fans are set to generate an electric atmosphere inside The O2 at the playoff finals on 14th May – a flagship event also set to be broadcast live on Sky Sports.

Pete Robb, marketing director for General Tire said: “There were some raised eyebrows when the dunk challenge was first suggested – but that’s what General Tire is all about! Our mantra is that Anywhere Is Possible, so we’re always pushing the boundaries and striving to achieve ultimate performance.

“Our sponsorships and partnerships give General Tire an exciting point of difference. As basketball in particular continues to take off in the UK, we’re making sure we’re front of mind for more and more drivers when their next tyre replacements are due or when they’re preparing for their next adventure.”

The British Basketball League’s Head of Marketing and Communications, Joe Edwards, said:

“Make no mistake, this season the British Basketball League has made history and we’ve taken the sport we all love to new heights. We wanted to do something to grab the attention of basketball fans and the general public and celebrate the end of season Play-off’s at The O2.

“Whilst a completely crazy idea it might seem, it made complete sense to do this, and we hope basketball fans worldwide enjoy what the British Basketball League has to offer. I want to say a special thanks to our partner General Tire, and all of our other partners, the players and our staff for sharing our vision together and making this possible.”

British Basketball has never been at such a high - in every sense of the word, after another meteoric year for the league, which has seen incredible progress both on and off the court. The league has had record viewership across its broadcast, fans have packed into arenas across the country each week and the men’s championship champions, London Lions, proudly flew the flag for UK basketball in a record-breaking run in the EuroCup.

ENDS

Notes to Editor:

General Tire looks back on a history spanning more than 100 years since its foundation in 1915 in Fort Mill, South Carolina. From the outset, the company has produced tyres for all types of motor vehicles. Continental acquired the company in 1987. Today, General Tire supplies customers around the world with tyres for SUVs for 4x4 vehicles.

www.generaltire.co.uk

Continental develops pioneering technologies and services for sustainable and connected mobility of people and their goods. Founded in 1871, the technology company offers safe, efficient, intelligent and affordable solutions for vehicles, machines, traffic and transportation. In 2022, Continental generated sales of €39.4 billion and currently employs around 200,000 people in 57 countries and markets.

The **Tires group** sector has 24 production and development locations worldwide. Continental is one of the leading tyre manufacturers with 57,000 employees and posted sales of €14 billion in 2022 in this group sector. Continental ranks among the technology leaders in tyre production and offers a broad product range for passenger cars, commercial and special-purpose vehicles as well as two-wheelers. Through continuous investment in research and development, Continental makes a major contribution to safe, cost effective and ecologically efficient mobility. The portfolio of the tyre business includes services for the tyre trade and fleet applications, as well as digital management systems for tyres.

About the British Basketball League:

The British Basketball League (BBL), formed in 1987, is the leading men’s professional basketball league in the United Kingdom and represents the highest level of the professional game in the country, featuring players from around the UK, Europe and the US. The BBL operates under the FIBA Europe Federation. The league is contested by 10 teams from major cities across England and Scotland and can be seen on television in the UK on SkySports. The BBL is also broadcast live on the BBL Player and BBL YouTube Channels. The BBL runs three additional knockout competitions

alongside the BBL Championship which are the BBL Cup, the BBL Trophy and the end-of-season BBL Play-offs.

The current franchises are:

- Bristol Flyers
- Caledonia Gladiators
- Cheshire Phoenix
- Leicester Riders
- London Lions
- Manchester Giants
- Newcastle Eagles
- Plymouth City Patriots
- B. Braun Sheffield Sharks
- Surrey Scorchers

The BBL is jointly owned by the 10 franchises that make up the league who all own an equal stake alongside Miami-based investment firm 777 Partners, who own a 45% share of the league. In addition, the BBL is comprised of an independent Management Board overseeing implementation of the Business Plan and day to day running of the League.