



# Falken confirms technical partnership with multicopter market leader DJI

Tyre brand Falken and the world's most successful multicopter manufacturer, DJI, are embarking on a wide-ranging technical partnership. DJI will supply technical equipment and teams of multicopter operators, while Falken's events will provide spectacular visual content. Extending from TV commercials to YouTube videos and promotional clips for trade shows, the collaboration between Falken and DJI will enhance the brand content of both companies.

DJI's multicopter units with camera systems, such as the action camera DJI Osmo, will provide stunning perspectives of racetrack action and will be used by Falken at a variety of events, including motorsport at the Nürburgring, the Red Bull Air Race and drifting events. Further opportunities for collaboration will come courtesy of product presentations, sports events and brand videos.

"These new-generation smart multicopters will deliver spectacular images of our numerous events, providing viewers with a unique way of experiencing Falken's brand values at close hand," says Stephan Cimbali, Head of Marketing at Falken Tyre Europe. "The collaboration is an outstanding blend of our brand values of advanced technology and passion."

"We're very proud of our new partnership with Falken," says Martin Brandenburg, European Marketing Director, DJI. "It represents the perfect combination of speed, precision, emotion and innovative technologies – the elements that form the cornerstones of both our companies."

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## About Falken Tyre Europe

The Falken Tyre Europe GmbH is the European affiliate of the Japanese tyre manufacturer Sumitomo Rubber Industries Ltd., with about 30,000 employees it's the sixth largest tyre manufacturer worldwide. From its location in Offenbach/Main, the company markets and sells a complete tyre portfolio for passenger cars, trucks, pick-ups and SUVs as original equipment and for the entire European retrofitting market. All Falken products comply with the ISO standards 9001, 16949 and 14001. Developed and tested in the world's most demanding racing series, the Falken tyres provide the maximum of individual driving enjoyment – at outstanding value for money. Further information under:

<http://www.falkentyre.com>

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