

Car manufacturer loses UK marketing boss Wade after appointing new head of global marketing

Volvo chief defects to VW

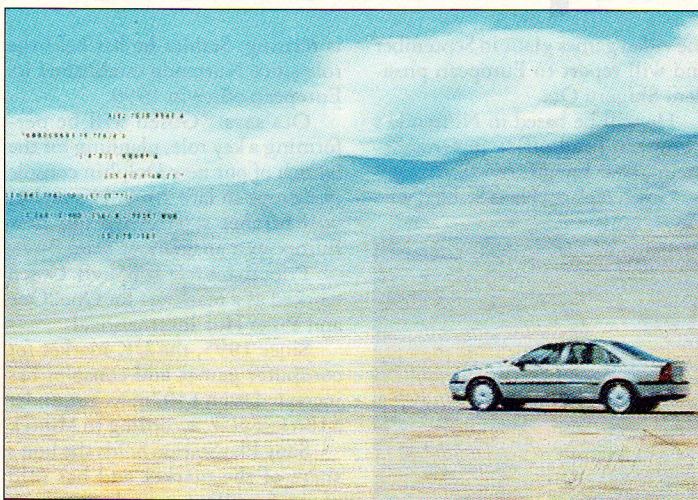
By Paul Edwards

Volvo, the Ford-owned car manufacturer, has parted company with Malcolm Wade, its sales and marketing director in the UK.

Wade has this week joined the Volkswagen-owned manufacturer Rolls-Royce as managing director of UK operations.

Industry observers believe Wade may have left Volvo following the appointment of Dieter Laxy as the company's head of global marketing two weeks ago. Laxy was former chief marketer for BMW in the UK, a post he vacated after just six weeks.

At Ford, Wade reported to Dr Wolfgang Reitzle, who was brought in by the car company to head its new Premier Automotive Group,



Volvo: Hiring Dieter Laxy as head of global marketing sparked departure

which links its luxury brands Jaguar, Volvo, Aston Martin and Lincoln.

Wade had full marketing responsibility for Volvo in the UK, after taking over from Gerry Keaney as sales and marketing director in October 1996.

The responsibilities of the sales and marketing post are being handled by marketing manager Sarah Buckle until a replacement is found.

Last year, BMW offered to buy the Rolls name, including Bentley, from the UK-based Vickers, but lost out to Volkswagen, which also owns the manufacturing facilities of Rolls-Royce. Rolls-Royce subsequently sold the Rolls brand name and logo to BMW. But VW is allowed to use the Rolls name until 2003, and keeps the Bentley brand.

Hyundai to sponsor Euro 2000

By Roger Baird

South Korean car manufacturer Hyundai is expected to replace General Motors as the car sponsor for the Euro 2000 football championships being held in the Netherlands and Belgium.

The car manufacturer is understood to have paid £7m to become the championship's eighth official sponsor.

The cost of sponsoring the last tournament, Euro 96 in England, was £3.5m. This price hike led a number of multinational companies to pull out. Mars, like

General Motors, has not signed up for a major football commitments for the first time in years.

A Hyundai spokesman says: "Hyundai is constantly looking at new ways of increasing its brand profile. Football is high on the agenda. The company is keen to improve its brand image in Europe."

In May, the car company signed a three-year deal with football's world governing body Fifa to sponsor the World Cup held between South Korea and Japan in 2002. This deal is thought to be worth £25m, and includes 13 other minor women's and youth international competitions.

As part of the Euro 2000 deal, Hyundai will receive two pitch-side advertising hoardings around the eight grounds in which the event is being staged, and the right to use the championships name and logo in its advertising, and corporate hospitality packages.

Euro 2000's seven other official sponsors are Philips, Carlsberg, Coca-Cola, MasterCard, Fujifilm, JVC and McDonald's.

Sports agents ISL, which sells the packages on behalf of Fifa, hopes to sell between ten and 12 packages in advance of the summer championships.



Hyundai: Joins sponsorship line-up for Euro 2000

Don ends legal proceedings against Shell UK

By David Benady

The six-year legal battle between oil giant Shell UK and sales promotion company Don Marketing has finally been settled.

John Donovan, owner of Don Marketing, yesterday dropped his High Court action against the company over allegations that Shell stole his ideas for the Shell Small Card, a multibrand loyalty card.

Donovan first sued Shell in 1993 over allegations that the oil com-

pany and forecourt retailer stole his ideas for a number of sales promotions. Three of the claims were settled out of court.

The final claims were laid to rest this week. The two parties issued a joint statement yesterday, saying: "John Donovan has abandoned his claim against Shell in relation to Shell's Smart loyalty scheme. He has acknowledged that these claims are without foundation and should not have been brought."

"Mr Donovan has also withdrawn all allegations of impropriety made against Shell or against its employees in connection with these proceedings and has agreed not to repeat them in any manner whatsoever."

"For its part, Shell acknowledges that Mr Donovan's proceedings were brought in good faith and also withdraws all allegations of impropriety made during the proceedings."

Neither party would make any further comment.



Gillette: High Court threat blocked

Asda takes Mach 3 row to High Court

By David Benady

Asda has launched legal proceedings against Gillette after claiming that the razor manufacturer tried to stop the chain from selling its own-brand three-blade shaving system, Tri-Flex.

The row, first revealed in *Marketing Week* (June 10), centres on the Asda Tri-Flex, which has blades compatible with Gillette's Sensor and Sensor Excel handles, though not with the Mach 3.

The Asda Tri-Flex, manufactured by the American Safety Razor Company, was launched last month in competition to Gillette's new Mach3 three-bladed razor.

The supermarket claims Gillette is threatening legal action to stop it stating on the packaging that the Asda blades fit Gillette handles.

In a pre-emptive strike, Asda filed proceedings this week, seeking a "declaration of non-infringement" from the High Court. This unusual declaration would block Gillette from taking legal action against Asda.

Gillette has 28 days to respond to the action.