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Asturias, 5 February 2020. Fernando Alonso will be the face of Telecable's advertising campaigns throughout 2020, according to the agreement signed between the driver and the telecoms operator. Under the slogan "Formula T. The Telecable offer that competes and wins", Alonso's image will be seen on the different advertising platforms and channels used by Telecable to publicise its campaign.

This agreement reinforces the commitment of the leading telecommunications operator in Asturias by uniting its brand image with the most successful Asturian sportsman and national and world reference in motor racing. During his amazing career, Fernando Alonso has won the Formula 1 World Championship twice, he has won the FIA World Endurance Championship, he is a two-time winner of the 24 Hours of Le Mans and he has also won the 24 Hours of Daytona.

One of the key objectives behind the company's new communications launch is to demonstrate Telecable's commitment and links to its local region, where it is a benchmark provider of state-of-the-art, innovative and technological telecommunications services, and to show that its pride in being an Asturian company is at the heart of the operator's identity.

Specifically, Fernando Alonso will kick off his commitment to Telecable with a campaign that contains messages such as "Save like a champion and get...", with the Asturian operator offering 500Mb of fibre broadband, 30GB of mobile data, landline -with unlimited calls in both cases- and TV for €19.90 a month.

Telecable has also renewed its sponsorship agreement with the Fernando Alonso Museum and Circuit for the next three years. This agreement will promote all initiatives that encourage and boost motor racing in general and road safety education in particular. This agreement reflects the Asturian operator's intention to continue supporting local development through social commitment by encouraging alliances between companies and institutions to develop both society and business.

Telecable, the leading telecommunications company in Asturias, together with the most dominant telecommunications operators in Galicia and the Basque Country - R and Euskaltel - comprise the leading convergent Telecommunications Group in northern Spain. It provides TV, fixed and mobile telephony and broadband services as well as advanced business solutions in Asturias (Wi-Fi, cloud, big data, IoT services). In Asturias, Telecable has been a key player in developing the information society since 1995, it is a leading provider of pay TV and it has a market share of 35% in broadband and 20% in mobile services. The Asturian company continues to expand its services, based on the technological advantages of optical fibre, which covers over 100,000 Kilometres throughout Asturias. Telecable has 140,000 residential and business customers.