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ECB unveils Cinch as new Principal Partner

The ECB today announces a new, multi-year partnership with Cinch, the UK's fastest-growing online used car marketplace. The innovative ecommerce business becomes the new Principal Partner to England Cricket from May 2021.

When Cinch steps up to the crease as Principal Partner, the brand will be proudly sported on the kit of the England team across Test, ODI and T20 appearances. Cinch's partnership includes and supports all England cricket teams including Men's, Women's, England Lions, Disability and England Age

Groups.

Cinch aims to take the faff out of buying a used car. It has quickly established itself as a leader for online used car purchases in the UK, offering a new, motorist-friendly way to search for and buy a quality-checked vehicle, with delivery direct to the buyer's door wherever they are across the length and breadth of the country. With purchases backed by a 14-day money-back guarantee, Cinch is putting Britain back in the driving seat.

Cinch continues to enjoy exponential sales growth and is rapidly expanding its customer offering as consumer preference for buying cars online also grows. This partnership investment will reach cricket and motoring fans alike, wherever they're looking to buy a car in Britain. And with thousands to choose from, Cinch can help buyers find the perfect car, whether they like a straight drive or something a little more unorthodox.

This major ECB partnership launches with both England's Men and Women as reigning world champions and ahead of a bumper year for English cricket. The Women's team are building towards next year's World Cup, and the Men take on India at home before the campaign to regain the Ashes in Australia this winter.

Avril Palmer-Baunack, Chairman of Constellation Automotive Group, Cinch owners said, "This is a significant and exciting multi-year partnership for Cinch. We couldn't be more excited to get started as Principal Partner to England Cricket from May. England Cricket's drive for success fits perfectly with Cinch's ambitious plans to be the UK's leading online car retailer. Cinch will support the growth of cricket at all levels as England teams continue to impress and cricket innovates to bring more people to increasingly exciting formats. We're championing England Cricket the same way we champion innovation and ease for the UK's motorists - taking the faff out of buying a car."

Tom Harrison, ECB Chief Executive Officer, said: "This promises to be a fantastic year of cricket for our England teams and we're delighted to have Cinch on board as Principal Partner. Cinch is a company which shares our determination to make cricket a game for everyone and as an innovative, digital business focused on making online car buying easy and safe for the UK's motorists, it is a good fit as we seek to expand the reach and relevance of cricket. With a home series against India and an Ashes trip this winter for

our men, and our women building towards a huge year in 2022 it's a good time to be teaming up."

Cinch will take on the role when the ECB's current agreement with NatWest ends in April. Referring to NatWest's four decades in cricket, Mr Harrison said: "We would like to place on record our thanks to NatWest, who have been an excellent partner over many years."

This weekend Cinch bolsters its cricket line-up with the launch of its sponsorship of Channel 4's coverage of England's Test Series against India.

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About the ECB

The England and Wales Cricket Board is the national governing body for cricket in England and Wales, supporting the game from the grassroots to elite England teams. England's Men's and Women's teams are both reigning 50-over World Champions after both teams won dramatic ICC Cricket World Cup finals at Lord's in 2017 and 2019 respectively. England boasts a further four successful national teams with England Visually Impaired, England Disability, England Deaf and England Learning Disability teams competing across the world. In 2020, the ECB launched its new five-year strategy 'Inspiring Generations' to grow the game of cricket and inspire more people to pick up a bat and ball and say cricket is a game for them.

About Cinch

Cinch makes it easy for consumers to find and buy a used car, offering

thousands of quality checked used cars and a matchmaker tool to help customers find the perfect one. Since launching in 2019, cinch has made the car buying process faff-free and safe, with free home delivery and a 14-day money-back guarantee.

Cinch aims to engage the sports audience with its likeminded approach to making life (and in particular, car buying) easy.

For general media enquiries, contact: press@cinch.co.uk

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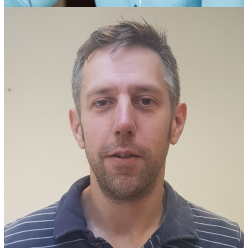

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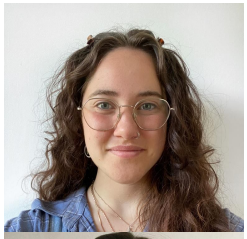

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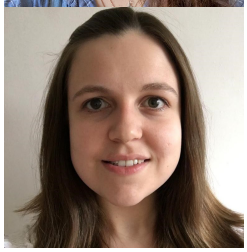

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