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Performance Brands

The Ford license managed by Performance Brands has continued to go from strength to strength in the past year.

There have been some fantastic additions in the Digital category, including a popular mobile game 'CSR', which was developed and published by Natural Motion. This game was number one on the leader board of Apple platforms and is already garnering big rewards. Furthermore, deals for big console games such as Dirt Showdown and Grid 2 with Codemasters have been secured.

In the toy category, the brand is set to benefit from new signings from Shantou Public Models, Kidztech and Ital Trading amongst others. Partworks collections with IXO/Sonic International and Edito-Service are also ready to offer licensed products.

In the apparel category, new licensee Fashion Lab has come on board with a three year deal as the UK & Ireland apparel licensee. Their initial range will comprise of graphic T shirts showing images of Ford cars from the 70's such as the Cortina, Consul, Capri and Sierra as well as classic American cars such as the Ford Gran Torino, Marauder, Thunderbird and Mercury.

A new 3 year contract is due to be signed by global telecommunications brand Fonexion, who will supply licensed mobile phone and computer accessories using the Ford GT40 and Ford Thunderbird trademarks.

There is continued success with the re-signing of most existing partners such as Norev and Oxford Diecast, Hornby, and Stadlbauer Carrera for Slot Cars. GB Eye will also continue to develop posters for Ford.