

U-Power[®]

GERARD BUTLER
BRAND AMBASSADOR



1 JACKET
SPACE BC

2 TROUSER
ATOM BC

3 SAFETY SHOES
MATT



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U-POWER
is pleased to announce **Gerard Butler** as the new international
brand ambassador.



U-Power, Italian leader in **safety footwear and workwear** business, is pleased to announce its new International brand ambassador, the face that will represent the brand all over the world: Scottish actor **Gerard Butler**.

Famous and award-winning artist, known to the general public for global success films such as '300', 'Greenland' and the 'Olympus Has Fallen' trilogy, is an exceptional brand ambassador, among the most appreciated in the world.

U-Power, who has been consolidating and increasingly strengthening its communication strategy in Italy and in European countries, will be working with **Gerard Butler** aiming to make the **U-Power** world and its principles known to a global audience.

Butler, does in fact represent the authentic spirit of the **U-Power** man, strong and vigorous but at the same time ready to get his hands dirty for every need: he eliminates the distance of the impeccable models typical of the fashion world, diving completely into the real world of work, of everyday men and women.

Butler's own personal and professional journey is a great example of resilience and determination and what it means to fight for your dreams and goals.

U-Power and **Gerard Butler** will race together for the next three years and the collaboration will involve all active media channels, from TV adverts to content for social media and offline communication. The new proposal will be communicated in Italy and in other European countries, with special attention to a more global audience.

Gerard Butler will join the already consolidated presence of **Diletta Leotta**, female brand ambassador and protagonist of **U-Power's** media content for some time.

Franco Uzzeni, CEO of **U-Power Group** commented on the news as follows:

'Having **Gerard Butler** as brand ambassador can only fill us with pride. Being represented by a face of global fame is a confirmation of the successes that **U-Power** has achieved in recent years, at the service of workers. We are confident that the collaboration will be more than fruitful.