

New name for the Cardiff Motorpoint Arena

The Motorpoint Arena Cardiff has been renamed following the ending of a 10-year sponsorship deal.

The 7,500 capacity music and event indoor arena in the centre of Cardiff, operated by Live Nation, has reverted back to its original name of the Cardiff International Arena which opened back in 1993.

Live Nation, with its development partner Oak View Group and construction firm Robertson, are delivering a new 15,000 capacity indoor arena for Cardiff Council at Atlantic Wharf in Cardiff Bay – which will form part of a wider mixed-used development.

While no official decision has been made, it is anticipated that the now Cardiff International Arena will cease operating when the new venue, which will have capacity for 15,000 event goers, opens in 2025 and operated by Live Nation.

The freehold interest in the Cardiff International Arena is owned by Cardiff Council. The existing indoor arena could be demolished to make way for a new mixed-use development – which could be enhanced if the adjoining buildings and surface car park owned by property development firm Rapport are included. Any development on the strategic city centre would complement the council's Canal Quarter project.

Live Nation's chief operating officer, Graham Walters, said: "We are extremely proud of our relationship with Motorpoint and all that we have accomplished together over the last decade, and I would like to thank Motorpoint for creating something really special with us in Cardiff.

"We were due to complete our partnership in 2021, however due

to Covid-19, this was extended by 12 months. Prior to 2011, we were Cardiff International Arena for many years, a long-standing name that is synonymous for being a pivotal centre for live entertainment in the city, attracting internationally renowned events.”

Chief executive of car retailer Motorpoint, Mark Carpenter, said: “It’s been an honour to sponsor the Motorpoint Cardiff Arena for over a decade. We are pleased to have been part of the arena’s history as a centre of entertainment and to have served the many people who have visited and enjoyed the arena. As the UK’s largest independent retailer of nearly new cars and vans we are extremely proud of our stores in Newport and Swansea.”

A phased programme of rebranding will begin shortly at the arena.

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