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Hyundai Motor becomes Global Automotive Partner of Club Atlético de Madrid in new multi-year agreement

- **Hyundai Motor to become Global Automotive Partner of the ten-time La Liga champions**
- **Hyundai logo to feature on sleeve of all Atlético shirts in domestic competitions from next season**

Hyundai Motor has today announced a multi-year partnership with Club Atlético de Madrid, becoming the club's new Global Automotive Partner. From next season the Hyundai brand logo will be presented on the sleeve of the Club Atlético de Madrid jersey in all domestic competitions until 2021.

It is the first time that Hyundai has established such a partnership in the Spanish football market and it is the second new agreement establishing a sleeve presence for Hyundai, following the recently-announced partnership with Chelsea FC of the English Premier League.

With this partnership, Hyundai will not only be visible on the jersey but also through a fleet of Hyundai cars provided to the club, a home matchday presence including LED perimeter branding, and various media and digital content rights.

Over the course of the partnership, Hyundai will work closely with Atlético to create a range of exciting initiatives and valuable benefits for the club's fans, aiming to bring ease to mobility and make football more accessible to fans.

With this latest announcement, Hyundai further extends its long-standing presence in football at the highest level, having been continuously engaged in national and international competitions for the last 20 years.

Andreas-Christoph Hofmann, Vice President Marketing & Product at Hyundai Motor Europe, said: "We are incredibly excited to begin a new partnership with Atlético de Madrid – a hugely successful club with a passionate fanbase that matches the global scale and challenging spirit of Hyundai. It will be a privilege to work with the club to develop activities that place their fans at the heart of our engagement, just as we place our customers at the centre of all our programmes. Along with our existing partnership with Olympique Lyonnais and our recently-announced partnership with Chelsea, this is a fantastic next step in our new pan-European partnership

approach that will include other top clubs in Europe.”

Enrique Cerezo, Chairman of Atlético de Madrid, said:

“At Atlético de Madrid we are delighted and proud of the alliance that we are signing today with Hyundai. We join Hyundai, a company that stands out for its desire to excel and its pursuit of excellence to remain at the forefront of technology and innovation. We are confident that the two companies will share and enjoy the good times, that with effort, work and dedication, we will experience in the coming years.”

Hyundai has been a FIFA Top Partner since 1999, was engaged with UEFA for 18 years to 2017, and remains heavily involved with national teams as well as individual clubs in many countries, including Olympique Lyonnais in France and, from next season, Chelsea FC in the UK.

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