

Presse-Information Stand: 11.6.2018

Hyundai Motor Passes Vehicle Fleet to the World's Biggest Sporting Tournament, the 2018 FIFA World Cup Russia™

- **Hyundai Motor supplies 530 vehicles for official use during the 2018 FIFA World Cup Russia™**
- **Hyundai Motor's Santa Fe, Tucson, and H-1 (Starex) will transport players, match officials and VIPs during the tournament**
- **The company has been the Official Automotive Partner of FIFA since 1999**

Hyundai Motor has supplied 530 vehicles to assist with the streamlined running of the 2018 FIFA World Cup Russia™. The momentous vehicle handover ceremony took place on May 31 at the Luzhniki Stadium in Moscow, further celebrating the strong and lasting partnership between Hyundai Motor and FIFA just before the world's biggest sporting tournament begins, uniting football fans from around the world.

The FIFA World Cup™ will start on June 14 2018, with 32 national teams vying for a coveted place in the prestigious final, to be held in Moscow on July 15.

Transportation is a critical part of organizing and running an event of this scale. As the Official Automotive Partner to FIFA, Hyundai Motor has supplied the 530-strong fleet of vehicles including its Santa Fe, Tucson, and H-1 (Starex) models to transport the national football teams, referees, officials and delegates during the international tournament.

"We are proud to again partner with FIFA for the 2018 FIFA World Cup™, the biggest international sporting tournament in the world," Minsoo Kim, Vice President of Hyundai Motor's Marketing Division said.

"Transport is an important logistical element at an event of this scale. As the FIFA World Cup™'s Official Automotive Partner sponsor, we are committed to assisting the event organizers with running a streamlined event, just as we are committed to caring for our customers by ensuring special and rewarding Hyundai ownership experiences the world over."

"Hyundai Motor has been our Official Partner since 1999 and we are grateful for its support in supplying a quality fleet to assist with this year's FIFA World Cup in Russia." Jean-François Pathy, FIFA Director of Marketing Services said. "Hyundai Motor hold an important role in the operational success of our events. Their vehicles will ensure a smooth operation of the event, enabling us to transport players, media and officials throughout the tournament. Both FIFA and Hyundai Motor share a passion for football and we are ready to deliver the excitement of the beautiful game to fans around the globe."

Hyundai Motor also unveiled the 2018 FIFA World Cup™ national team's buses with team slogans. As part of

an international competition, each slogan was selected from approximately 160,000 submissions from fans around the world. The entries received over 3.45 million votes from global football fans through the 'Be There With Hyundai' program. In a once-in-a-life-time-experience, the 32 slogan entry winners will watch their national team's match live, and experience riding on the national team's bus convoy on match day.

In addition to supplying this fleet of vehicles, Hyundai Motor is also hosting a number of fan engagement initiatives throughout the tournament.

To encourage global football fans to enjoy the FIFA World Cup™ even more during the competition, Hyundai will collaborate with FIFA to deliver the 'FIFA World Cup™ Predictor', a match score prediction for each game of the tournament, and the 'Hyundai Goal of the Tournament', FIFA World Cup™'s best goal program. The company will also invite global customers, who win FIFA World Cup™ tickets from 'Fortune Drive to Russia', a global test drive event which held in over 50 countries, into Russia.

There are also exciting competitions throughout the event that fans can enter to win amazing prizes, like the 'Hyundai Cheering Stadium by Fans' competition, for more information on how to enter, visit <https://worldcup.hyundai.com>

* * *

Ansprechpartner für redaktionelle Rückfragen

Nicholas Blattner, Tel.: +41 44 816 43 45; Fax: +41 44 816 43 09; E-Mail: nicholas.blattner@hyundai.ch

Die Medienmitteilungen und Bilder befinden sich zur Ansicht und/oder zum Download auf der Hyundai Medien Seite: <https://www.news.hyundai.ch/>.