



Union des associations européennes de football



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SEAT to sponsor the UEFA Europa League

SEAT becomes the first Presenting Sponsor of the new UEFA Europa League

UEFA today announced that an agreement has been reached with the Spanish car manufacturer SEAT, to become the first-ever Presenting Sponsor of the UEFA Europa League for the period 2009-2012.

The three year agreement will commence immediately and run through to the UEFA Europa League Final in 2012.

UEFA General Secretary, David Taylor, commented:

"The best thing about the new UEFA Europa League is its sheer size and scale. This year's competition will see 205 matches take place across the entire continent. It is a true European competition and I am pleased we have secured a European company in SEAT to act as the Presenting Sponsor over the next three years.

"The UEFA Europa League will be a challenging adventure for players, clubs and fans alike, and I welcome SEAT alongside us as our partner on this journey."

The President of SEAT S.A., James Muir, said:

"We are delighted to be the Presenting Sponsor of the new UEFA Europa League.

"European football is full of emotions and this is the perfect environment for our brand. The UEFA Europa League offers us a unique platform to expose the SEAT brand to football fans throughout the region."

SEAT joins adidas - the Official Ball Supplier of the UEFA Europa League - and this agreement concludes the sponsorship sales cycle for the UEFA Europa League.

TEAM Marketing AG is the exclusive marketing agency of UEFA for the UEFA Europa League and UEFA Champions League.

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