



**Hyundai-Kia joins as official
sponsor for UEFA EURO 2012™
and UEFA EURO 2016™**





Union des associations européennes de football



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Hyundai-Kia becomes EUROTOP partner

UEFA has today announced at a signing ceremony in Seoul, South Korea, an agreement with Hyundai Motor Company to appoint Hyundai-Kia as the official automotive partner for both UEFA EURO 2012™ and UEFA EURO 2016™.

This agreement means that Hyundai-Kia will become the exclusive supplier of official vehicles for the next two final tournaments of UEFA's flagship national team competition.

In addition to the two above-mentioned EUROs, as a member of the UEFA EUROTOP commercial programme, Hyundai-Kia will also be the official automotive partner for all UEFA EUROTOP competitions until 2017 including; the UEFA European Under-21 Championship (editions 2011, 2013, 2015 and 2017), the UEFA Women's European Football Championship (editions 2013 & 2017) and the UEFA European Futsal Championship (editions 2012, 2014 and 2016).

As part of its sponsorship agreement, which includes integrated broadcast sponsorship rights in Europe, Hyundai-Kia will activate various marketing and promotional campaigns.

Hyundai Motor Company has already been a long-standing partner of UEFA since UEFA EURO 2000™ in Belgium/Netherlands and delivered the fleet of vehicles that were used both at UEFA EURO 2004™ and UEFA EURO 2008™, ensuring the safe and comfortable transportation of players, officials, and guests to and around the various venues.

Commenting on the signing, David Taylor, CEO of UEFA Events SA, said:

"We are delighted to once again have Hyundai-Kia involved as the official automotive partner for the next two editions of the UEFA European Football Championships, including the forthcoming UEFA EURO 2012 in Poland/Ukraine.

"We look forward to taking an already successful partnership, which dates back to UEFA EURO 2000, to new levels."

At the ceremony, Mong-Koo Chung, Chairman of Hyundai Motor Company, said:

"Hyundai's partnership with UEFA over the past ten years, which includes Kia since UEFA EURO 2008, has provided Hyundai-Kia with the perfect platform for connecting with our European customers to raise both Hyundai's and Kia's profiles in Europe, the home of football. We're delighted to be extending our partnership to work and grow together with UEFA and reach our common marketing objectives."

Note to editors:

UEFA Events SA is a wholly-owned subsidiary of UEFA and has been created to manage and handle UEFA's commercial and event operations.

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