

**Hyundai Motor Tackles Transportation for the FIFA Confederations Cup 2017**

* Hyundai Motor provides 88 vehicles to transport players, officials and media
* Representatives from Hyundai Motor and FIFA attended vehicle handover ceremony in Moscow ahead of opening match on June 17
* National team bus designs include slogans submitted for ‘Be There With Hyundai’ fan competition

**June 9, 2017** – Hyundai Motor has delivered 88 vehicles to assist with the efficient running of the FIFA Confederations Cup 2017 in Russia. The vehicle handover ceremony took place on June 8 at the Spartak Stadium, Moscow, and was attended by media and guests from football’s governing body FIFA and Hyundai Motor, ahead of the tournament’s opening match on June 17.

Hyundai Motor is supporting the tournament as official automotive partner to FIFA. Models provided include the Santa Fe, Solaris and Tucson, which will be used to transport national football teams, referees, officials, delegates and media to the four stadium venues during the two-week tournament, which culminates with the final match in St Petersburg on July 2.

Scott Noh, Director of Overseas Marketing Group in Hyundai Motor, said: “Football sponsorship is a core element of our marketing strategy and this globally renowned competition is a great opportunity for us to connect with millions of fans around the world. We are proud to again partner with FIFA to ensure the smooth running of the FIFA Confederations Cup. We will continue to work with football’s governing body and further our engagement with supporters as excitement builds ahead of the 2018 FIFA World Cup in Russia.”

All national team buses will be featuring eye-catching national team colors, as well as flag designs and slogans submitted for the ‘Be There With Hyundai’ fan engagement campaign. In the run-up to the tournament, football fans around the world were invited to propose phrases for each of the qualifying nations, with the winning entries set to appear on each country’s team bus throughout the FIFA Confederations Cup 2017 and the 2018 FIFA World Cup. Competition winners will also ride in one of the national teams’ official escort vehicles – a specially decorated Grand Santa Fe.

Eight nations will compete for the FIFA Confederations Cup 2017: the holders of each of the six regional championships (Australia, Cameroon, Chile, Mexico, New Zealand, Portugal), the FIFA World Cup holder (Germany), and the 2018 FIFA World Cup host nation (Russia).

Additionally, Hyundai Motor will launch ‘We All Feel The Same’ digital campaign that provides 2018 FIFA World Cup tickets, flight and hotel packages to selected fans of 8 nations in the game, whom shared their feelings of passion, joy and drama. (Site : <http://confederationscup2017.hyundai.com> / Video : <https://youtu.be/J1rk009LTkE>)

Also, Hyundai will open a promotion booth in Saint Petersburg and Kazan during the duration of the game. Fans will be able to watch the game with other fans in ‘Hyundai Motorstudio Russia’ and Hyundai dealer showrooms in Russia.

Since it signed the agreement in 1999 to sponsor FIFA competitions, Hyundai has successfully served as official automotive partner of the 2002, 2006, 2010 and 2014 FIFA World Cups, as well as many other FIFA tournaments, including the FIFA Confederations Cup. In 2010, the company extended its strategic sponsorship agreement with FIFA to cover the 2018 and 2022 FIFA World Cups.

For more information about Hyundai Motor and the vehicles involved in the 2017 FIFA Confederations Cup, visit [www.hyundai.com](http://www.hyundai.com).

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**About Hyundai Motor**

Established in 1967, Hyundai Motor Company is committed to becoming a lifetime partner in automobiles and beyond. The company leads the Hyundai Motor Group, an innovative business structure capable of circulating resources from molten iron to finished cars. Hyundai Motor has eight manufacturing bases and seven design & technical centers worldwide and in 2016 sold 4.86 million vehicles globally. With more than 110,000 employees worldwide, Hyundai Motor continues to enhance its product line-up with localized models and strives to strengthen its leadership in clean technology, starting with the world’s first mass-produced hydrogen-powered vehicle, ix35 Fuel Cell and IONIQ, the world’s first model with three electrified powertrains in a single body type.

More information about Hyundai Motor and its products can be found at:

<http://worldwide.hyundai.com> or [http://globalpr.hyundai.com](http://globalpr.hyundai.com/)

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