

**Hyundai takes the FIFA World Football Museum™ from Zurich to Moscow, ahead of the 2018 FIFA World Cup Russia™**

* Hyundai will host a special exhibition, “FIFA World Football Museum Presented by Hyundai” during the 2018 FIFA World Cup™ period (June 8 – July 20) at the Hyundai Motorstudio Moscow
* For the first time, the Jules Rimet Cup will be displayed publicly outside of the FIFA World Football Museum™ in Zurich
* The exhibition includes the world’s first display of the 64 adidas Telstar Official Match Balls of the 2018 FIFA World Cup Russia™ used for the kick-off of each game

**SEOUL, May 25, 2018 –** Hyundai Motor, the Official Partner of the 2018 FIFA World Cup Russia™, will be bringing the FIFA World Football Museum™ from Zurich to the Hyundai Motorstudio Moscow. This exhibition celebrates the FIFA World Cup™ through the passion and devotion of the fans and tells the event’s history through the players who have left an indelible mark on it in the past.

One highlight of the exhibition will be the Jules Rimet Cup, making its first public display outside of the FIFA World Football Museum™. The Jules Rimet Cup was the original FIFA World Cup™ Trophy between 1930 and 1970. It was stolen twice, once in 1966 and again in 1983 in Brazil. The trophy has never been recovered. However, the original base of the Jules Rimet Cup does remain on which the names of the first four winners of the FIFA World Cup™ are inscribed. It was discovered in a basement of the federation's Zürich headquarters in 2014, now attached with an identical replica of the lost part of the trophy. Fans will have a chance to see this trophy at the Hyundai Motorstudio Moscow during the whole exhibition period, while the 2018 FIFA World Cup™ Winner’s Trophy will be on display on the 9th of June.

The adidas Telstar Official Match Balls used for the kick-off of all 64 matches of the 2018 FIFA World Cup Russia™ will also be seen through the façade window of the Hyundai Motorstudio Moscow, together with a giant match table of the tournament in real time. Each of the 64 matches played during the tournament in Russia has an Official Match Ball customized for the kick-off. At the end of each game, the kick-off balls will be brought back from all 12 stadiums to Moscow and added to the exhibition.

In addition, the exhibition will feature objects from the FIFA World Football Museum™ Collection from the first FIFA World Cup™ in 1930 until the latest edition. Visitors will discover objects and stories from players like Pelé, Diego Maradona, Lev Yashin, Lionel Messi, Cristiano Ronaldo.

Also, Hyundai will exhibit elements of the 32 qualified countries’ fan cultures selected from fans’ participation in the Hyundai World Football Heritage campaign from April 15 to May 18, through Hyundai’s 2018 FIFA World Cup™ digital platform (<http://worldcup.hyundai.com>). Visitors can also view an array of rainbow themed jerseys from the 32 participating countries.

“In collaboration with the FIFA World Football Museum™ we are delighted to open this special exhibition for the first time in the Hyundai Motorstudio Moscow, in the heart of Russia during the 2018 FIFA World Cup Russia™.” Wonhong Cho, Chief Marketing Officer of Hyundai Motor said. “As the FIFA World Cup™’s Official Automotive Partner, we are committed to supporting and furthering the development of world football by providing fans with unique and enjoyable experiences like this, in the same way we are committed to caring for our customers by ensuring special and rewarding Hyundai ownership experiences over the world.”

“Football fans from all around the world can be looking forward to visiting a lot of attractions in Moscow during the 2018 FIFA World Cup™. They will be able to experience the finals not only in the stadiums, but also at the FIFA Fan Fests, at the Red Square – and now thanks to this collaboration with Hyundai even at the FIFA World Football Museum™. This unique exhibition will showcase the history of the FIFA World Cup™ with many fascinating objects to celebrate the heritage of football”, said FIFA Secretary General, Fatma Samoura.

The FIFA World Football Museum Presented by Hyundai at the Hyundai Motorstudio Moscow will host an opening event for guests on June 8, 2018 and hold its exhibition to public from June 9 to July 20 for 42 days.

Hyundai began its association with FIFA in 1999 and will continue to be a top-tier partner of FIFA as the Official Automotive Partner until 2022.

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**About Hyundai Motor Company**

Established in 1967, Hyundai Motor Company is committed to becoming a lifetime partner in automobiles and beyond with its range of world-class vehicles and mobility services offered available in more than 200 countries. Employing more than 110,000 employees worldwide, Hyundai sold more than 4.5 million vehicles globally. Hyundai Motor Company continues to enhance its product line-up with vehicles that are helping to build solutions for a more sustainable future, such as NEXO – the world’s first dedicated hydrogen-powered SUV. In 2018 the company revealed its new design philosophy ‘Sensuous Sportiness’, which will be embodied by all upcoming Hyundai vehicles.

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

<http://worldwide.hyundai.com> or <http://globalpr.hyundai.com>

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