

# News Release

## **Depay, Džeko, Griezmann, Hazard and Kalou star in new Hyundai Motor film, 'A Matchday in Europe', celebrating the passion and dedication of football fans**

- Hyundai Motor releases its first Pan-European content involving all five of its domestic club partners; AS Roma, Atlético de Madrid, Chelsea FC, Hertha BSC and Olympique Lyonnais
- 18 stars of European football including Memphis Depay, Edin Dzeko, Antoine Griezmann, Eden Hazard and Salomon Kalou come together for the first time to feature in new video
- 'A Matchday in Europe' establishes Hyundai's 'For the Fans' campaign, to celebrate the influential role of football fans and position them at the heart of all activity

**Offenbach, March 27<sup>th</sup>, 2019** – Hyundai has today released its first Pan-European video content featuring all five of its domestic club partners.

'A Matchday in Europe' follows a group of fans from each of Hyundai's partner clubs: AS Roma, Atlético de Madrid, Chelsea FC, Hertha BSC and Olympique Lyonnais, on their journey to and from a game, with a number of star players from across the five clubs taking on a range of supporting roles such as baristas, photographers, club shop assistants and stewards to help and enhance the fans' matchday experience.

The video celebrates the influential role that football fans play in following their clubs and reinforces Hyundai's 'For the Fans' communications approach set out at the beginning of the 2018/19 season, positioning fans as the real heroes and putting them centre stage.

In total, 18 players feature across the video, including the likes of Dutch international, Memphis Depay (Olympique Lyonnais); Bosnian Footballer of the Year, Edin Džeko (AS Roma); French World Cup winner, Antoine Griezmann (Atlético de Madrid); Belgium captain, Eden Hazard (Chelsea); and former Premier League and UEFA Champions League winner, Salomon Kalou (Hertha BSC).

They are joined in the video by Javier Pastore, Cengiz Ünder and Bryan Cristante (AS Roma); Stefan Savić and Thomas Lemar (Atlético de Madrid); Olivier Giroud and Willian (Chelsea); Marvin Plattenhardt and Davie Selke (Hertha BSC); and Nabil Fekir, Anthony Lopes, Tanguy Ndombele and Bertrand Traoré (Olympique Lyonnais).

Speaking about the 'A Matchday in Europe' ahead of its release, Andreas-Christoph Hofmann, Vice President Marketing and Product, Hyundai Motor Europe HQ, said, "We are thrilled to release our first Pan-

European content, 'A Matchday in Europe' which brings together all five of our domestic club partners and perfectly brings to life our 'For the Fans' campaign, by positioning the players as facilitators and putting the fans at the heart of the action."

"Over the course of our partnerships, we will be working closely with the clubs to create a range of innovative initiatives that enhance fans' matchday experience, bring ease to fans' mobility and make football more accessible to them".

Hyundai Motor expanded its portfolio of club football sponsorships ahead of the 2018/19 season by announcing four-year deals with Chelsea FC of the English Premier League and AS Roma of Serie A and three-year deals with Club Atlético de Madrid of La Liga and Hertha BSC of the Bundesliga, which complemented its ongoing relationship as shirt sponsor of Olympique Lyonnais of Ligue 1.

A FIFA Top Partner since 1999 and a UEFA partner for 18 years until 2017, Hyundai's Pan-European programme is part of an extended football sponsorship strategy that aims to build deeper and more consistent emotional connections with football fans across the continent.

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#### **About Hyundai Motor Europe**

Hyundai Motor Europe (HME HQ) was formally established in 2000 with its main office in Offenbach, Germany. Hyundai currently sells cars in 41 European countries through 3,000 outlets and in 2018 achieved registrations of 543,292 vehicles in the region – an increase of 3.9 percent compared to 2017, a higher rate than the market average. 2018 was the fourth consecutive year with a record sales result. 75 percent of the vehicles Hyundai sold in the region are models designed, engineered, tested and built in Europe to meet the needs of European customers, served by the company's extensive European infrastructure. This includes two factories in the Czech Republic and Turkey, which have a combined annual capacity of 600,000 units. Hyundai is proud to offer the youngest product line-up in Europe: 90 per cent of the models are less than two years old. Hyundai Motor offers its unique Five Year Unlimited Mileage Warranty package with all new cars sold in the region, providing customers with a five-year warranty with no mileage limit, five years of roadside assistance and five years of vehicle health checks.

More information about HME HQ and its products is available at [www.hyundai.news](http://www.hyundai.news).

More information about Hyundai Motor Europe and its products is available at [www.hyundai.news](http://www.hyundai.news).

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#### **Contact**

Florian Buengener  
Deputy General Manager Corporate & Brand PR  
[fbuengener@hyundai-europe.com](mailto:fbuengener@hyundai-europe.com)  
+49(0)69 271472 – 465

Beatrice Luini  
Corporate & Brand PR Specialist  
[bluini@hyundai-europe.com](mailto:bluini@hyundai-europe.com)  
+49(0)69 271472 - 466

**About Hyundai Motor**

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 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.

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