

News Release

Hyundai Motor Smoothens Operation of FIFA U-20 World Cup Poland with Vehicle Fleet Supply

- Hyundai Motor delivers a fleet of 112 vehicles to FIFA U-20 World Cup Poland 2019
- FIFA officials and organizational staff to use popular Hyundai models across six host cities during the tournament
- Hyundai Motor continues support for the world's biggest sports tournaments, including FIFA sponsorship since 1999

SEOUL, May 14, 2019 – Hyundai Motor Company, the official automotive partner of the FIFA U-20 World Cup Poland 2019, will supply a vehicle fleet to the international football competition for players aged under 20, facilitating event logistics and offering an instrumental service to key organizers.

The company will provide 112 units of Santa Fe, Tucson, Kona, i40 Sedan and i40 Wagon, i20 and Genesis G80 models to representatives of the Fédération Internationale de Football Association (FIFA) and Polish Football Association (PZPN) for the duration of the championship from May 23 through June 15, as well as in the run-up to the event.

The vehicles will be used to transport the officials and organizational staff in and between six cities in Poland that will host the FIFA U-20 World Cup, which occurs every two years, and will be held in the Central European nation for the first time.

The Official Hyundai Vehicle Handover Ceremony on May 13 took place in front of Lodz Widzew Stadium, graced by officials and staff from FIFA, PZPN, Hyundai Motor Poland, Hyundai Lodz Dealerships and various media outlets. Sebastian Cyborowski, the Managing Director of Hyundai Motor Poland, presented a symbolic key to the vehicle fleet to FIFA and PZPN delegates.

“It is my great pleasure to hand over 112 Hyundai vehicles to logistically support FIFA U-20 World Cup Poland 2019, including Hyundai Santa Fe, Hyundai Tucson, Hyundai Kona and Genesis premium sedans,” said Cyborowski. “We will witness rivalries between most talented young men who dream of becoming great football stars, pitting their wits against each other.”

The 112 vehicles will be earmarked with “Hyundai FIFA U-20 World Cup Poland 2019” stickers in white or blue, while other Hyundai vehicles and promotional content will be on display before games at nine Hyundai booths outside four of the match stadiums.

“I am delighted to celebrate FIFA’s collaboration with Hyundai for the FIFA U-20 World Cup in Poland. Hyundai’s level of commitment and activation takes the tournament to the next level,” said Jérôme Matteucci, FIFA Head of Marketing Rights Delivery. “With the support of our long-term partner Hyundai, the organizers will be able to give their best and make the first FIFA event on Polish soil a true celebration of football.”

Sponsorship of football and its related activities is a key component of Hyundai’s global sponsorship initiatives, as the sport is beloved by fans around the world and unites them in a spirit of sportsmanship. Football is the most popular sport in Poland.

“We will host not only the world’s 24 best national football teams at U-20 level, but also thousands of fans from all over Poland and around the globe,” said Maciej Sawicki, PZPN General Secretary. “To make the event successful, we need a range of facilities and logistical support. Hyundai vehicles will ensure that our teams can work efficiently and comfortably during the tournament.”

The competition this year is contested by 24 national teams: Poland, South Korea, New Zealand, Japan, Tahiti, France, Italy, Norway, Portugal, Ukraine, Saudi Arabia, Qatar, Honduras, Mexico, Panama, USA, Colombia, Senegal, Ecuador, Uruguay, Nigeria, Mali, Argentina and South Africa.

The opening and final games will be held at Lodz Widzew Stadium.

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

*** CAPTIONS (FIFA U20 WORLD CUP POLAND) : Maciej Sawicki, the Polish Football Association General Secretary (center), presents a symbolic key to a Hyundai vehicle fleet to Jérôme Matteucci, FIFA Head of Marketing Rights Delivery (second from right), at the Official Vehicle Handover Ceremony in front of Lodz Widzew Stadium ahead of the FIFA U-20 World Cup Poland 2019, where Hyundai Motor has supplied 112 of its vehicles to organizing officials and staff. (Hyundai Motor Company)

(FIFA U20 WORLD CUP POLAND2) A fleet of 112 Hyundai vehicles, including Santa Fe, Tucson, Kona, i40 Sedan and i40 Wagon, i20 and Genesis G80 models, is parked in front of Lodz Widzew Stadium ahead of the FIFA U-20 World Cup Poland 2019. (Hyundai Motor Company)

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About Hyundai Motor

Established in 1967, Hyundai Motor Company is committed to becoming a lifetime partner in automobiles and beyond, offering a range of world-class vehicles and mobility services in over 200 countries. Employing more than 120,000 staff worldwide, Hyundai sells about 4.6 million vehicles globally. Hyundai Motor continues to enhance its product line-up with vehicles built on solutions for a more sustainable future, such as NEXO -- the world's first dedicated hydrogen-powered SUV.

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

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

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