

# News Release

## Chelsea FC stars Mason Mount and Erin Cuthbert go under disguise as car salespeople with Hyundai

- Chelsea Football Club's official automotive partner, Hyundai, has today released a humorous piece of video content, filmed in February before the lockdown, featuring some of the star players from Chelsea's senior Men's and Women's teams
- Mason Mount and Erin Cuthbert went under full prosthetic disguise as car dealers guided by fellow teammates Fikayo Tomoro, Millie Bright, Kurt Zouma and Ji So-Yun
- The video marks the reopening of Hyundai dealerships in England as part of the government's coronavirus recovery plan, ahead of the Premier League resuming in mid-June

**High Wycombe, 3rd June 2020** – Through Hyundai's official partnership with Chelsea, two players from Chelsea FC's senior Men's and Women's squads, Mason Mount and Erin Cuthbert, were asked to swap their studs for the sales floor, as they went under full prosthetic disguise as Hyundai sales staff.

Expertly guided by fellow teammates Fikayo Tomoro and Kurt Zouma from the Men's team, and Ji So-Yun and Millie Bright from the Women's, the aim was simple – to convince as many 'prospective customers' as possible to register for a test drive in the Hyundai showroom... without being recognised.

However, what Mason and Erin did not know, is that the prank was actually on them and the 'prospective customers' were in fact trained actors.

Both Mason and Erin, undercover as 'Nick' and 'Shelia', field technical and entertaining questions on the showroom floor, much to the amusement of their teammates watching from afar. They explain the difference between electric and hybrid Hyundai models, and discuss battery power as they try to successfully sell a car, whilst making a few blunders along the way.

The full video showing the Chelsea stars in action can be viewed and downloaded [here](#), and a 60 second version [here](#) – the video was filmed in February 2020 before the lockdown imposed as a result of the Covid-19 pandemic.

Ashley Andrew, Hyundai Motor UK's Managing Director said: "We produced this humorous piece of content before lockdown to showcase our partnership with Chelsea, and we're proud to have created something original that features both the men's and women's team. As fans are eagerly awaiting the return of live football, and with car dealerships in England reopening this week, we felt that now would be a good time to release so that supporters could catch up with their favourite Chelsea players – albeit in slightly different surroundings!

“You’ll have to watch and decide for yourself whether the players could cut it on the showroom floor... or if they should keep their feet firmly on the pitch!”

**John Rogers, Chelsea Football Club Head of Global Partnerships, said:** “Hyundai are always finding innovative ways to activate their partnership with us, and this content really is something fun and different. The players loved filming on the day as it was very different to other shoots they had been on. It is great to see Hyundai creating content with both the men’s and the women’s team, offering something for all of our fans.”

Hyundai and Chelsea FC have stayed active during the lockdown by launching Hyundai FC ‘Home Advantage’, a content series featuring Chelsea FC and Chelsea Women FC players to help budding footballers throughout the UK develop their skills during the Covid-19 lockdown.

Utilising the Chelsea FC partnership, Hyundai put the fans first and support fans with grassroots opportunities through Hyundai FC and exclusive content.

- Ends -

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

Hyundai Motor Europe 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 2019 achieved registrations of 563,018 vehicles in the region – an increase of 3.8 percent compared to 2018, a higher rate than the market average. 2019 was the fifth 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. By end of 2020, Hyundai will offer one of the youngest product ranges with almost all models younger than 1 ½ years old. Also by then, over 75% of Hyundai's line-up in Europe will be available as an electrified version.

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

Follow Hyundai Motor Europe HQ on Twitter [@HyundaiEurope](https://twitter.com/HyundaiEurope) and Instagram [@hyundainews](https://www.instagram.com/hyundainews)

### **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 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.

### **About Hyundai Motor UK**

Hyundai has sold vehicles in the UK since 1982. In 2005, Hyundai opened its own UK subsidiary, Hyundai Motor UK Ltd, based in High Wycombe. Since 2008, the company has risen from 23rd to one of the top 10 car manufacturers in the UK and last year sold 83,284 vehicles with a 3.6% market share. Hyundai Motor UK employs more than 3,000 people through its UK operations and dealer network. Hyundai offers consumers the broadest range of alternative fuel vehicles from the electrified IONIQ range, the 278 mile range KONA Electric and the hydrogen fuel cell NEXO, as well as award winning internal combustion engine vehicles such as the i10 city car, the high performance N range and the trusted and capable SUV ranges of KONA, Tucson and Santa Fe. All passenger cars come with Hyundai's industry-leading 5 Year Unlimited Mileage Warranty package. Further information about Hyundai and its products is available at [www.hyundai.co.uk](http://www.hyundai.co.uk).

Follow us on Twitter [@Hyundai\\_UK\\_PR](https://twitter.com/Hyundai_UK_PR)

For more information, please contact:

**Natasha Waddington**

Head of PR

01494 428646

07771 975692

[natasha.waddington@hyundai.co.uk](mailto:natasha.waddington@hyundai.co.uk)**Laura King**

Senior Manager, Brand PR

01494 428685

07817 264224

[laura.king@hyundai.co.uk](mailto:laura.king@hyundai.co.uk)**Robin Hayles**

Product PR Manager

01494 428655

07836 579628

[robin.hayles@hyundai.co.uk](mailto:robin.hayles@hyundai.co.uk)**Yasmin Fletcher**

Press Officer

01494 428721

07860 188073

[yasmin.fletcher@hyundai.co.uk](mailto:yasmin.fletcher@hyundai.co.uk)**Nasrin Munro**

PR Executive

01494 428617

07736 616612

[nasrin.munro@hyundai.co.uk](mailto:nasrin.munro@hyundai.co.uk)