

# News Release

## **GOAL OF THE CENTURY: Hyundai Motor, Steven Gerrard and BTS Call for a United World for Sustainability on the Road to the FIFA World Cup 2022™**

- Hyundai Motor to launch new global sustainability campaign under the banner ‘Goal of the Century’
- Football legend Steven Gerrard and global pop sensation BTS to star in manifesto film and lead the campaign as part of the newly formed ‘Team Century’
- Eco-friendly vehicles will be included in the official fleet for the first time, including the IONIQ 5, Santa Fe Hybrid, and Elec City bus
- Company will continue to support FIFA’s sustainability agenda through various activities, including the ‘Hyundai Goal of the Century Pledge’ event

**SEOUL, April 21, 2022** – Hyundai Motor Company announced today the launch of its global sustainability campaign under the banner ‘Goal of the Century’. The campaign kicks off on Earth Day on April 22, and will run through and beyond the upcoming FIFA World Cup™, which will be held from November 21 to December 18, 2022. As part of the global launch, Hyundai Motor released a manifesto film and global TV commercial featuring football legend Steven Gerrard and global pop sensation BTS, sharing the company’s ambition to unite humanity through football and encourage universal support for a sustainable future. The campaign program is part of Hyundai’s mission to achieve carbon neutrality by 2045, neutralizing CO2 emissions at all stages of its production and operation.

“The ‘Goal of the Century’ campaign aims to unite the world for sustainability, inspired by the pure value of team spirit and togetherness created by the universal love of football,” said Thomas Schemera, Global Chief Marketing Officer and Head of Customer Experience Division at Hyundai Motor. “At Hyundai, we will continue striving to be of practical help to humanity at a time when it is more important than ever to come together for the healthy, long-lasting future of our planet.”

To drive the 'Goal of the Century' campaign, Hyundai Motor is introducing 'Team Century,' a newly formed group of ambassadors that will promote various environmental and social sustainability projects throughout 2022. Former England national team player Steven Gerrard will lead 'Team Century,' joined by BTS, Afghan refugee soccer player and Danish UNESCO ambassador Nadia Nadim, American fashion designer Jeremy Scott, contemporary Italian artist Lorenzo Quinn, documentary photographer Nicky Woo, and Boston Dynamics' Spot<sup>®</sup> robot. In addition, Hyundai also plans to unveil four regional ambassadors in the months to come.

"As a father of four children, one of the great goals of my life is to protect the world for the future generations. Hence, I am happy and proud to be part of this journey with Hyundai," said football legend and 'Team Century' captain Steven Gerrard. "As captain of Team Century, I want to lead by example as I did in my time as a football player and am currently doing as a coach. I want to inspire people to do their best every day. I know that football has the power to move people and help them come together to achieve our goal of a sustainable planet - as we are all in this together."

In line with the campaign message, Hyundai Motor plans to provide eco-friendly vehicles for national teams, VIPs and event officials during the FIFA World Cup™. This is the first time that eco-friendly vehicles are included in the official fleet for a FIFA World Cup™ event. Out of the total 592 vehicles, over 50 percent of the passenger vehicles and some of the commercial vehicles will be eco-friendly models, including the IONIQ 5, Santa Fe Hybrid, and Elec City bus. Additionally, test drives of Hyundai's eco-friendly vehicles will be offered at locations around the world from July through September.

Hyundai Motor will also collaborate with FIFA for the 'Hyundai Goal of the Century Pledge' event, where fans can make a personal eco-friendly pledge based on the number of goals scored by their favorite team. The event will be held on the FIFA's official website from July to December. Hyundai Motor will continue to support FIFA's sustainability agenda and 'fully carbon-neutral World Cup™' vision through various activities in the months to come.

To watch the campaign manifesto film, please visit Hyundai Motor's official YouTube channel at [www.youtube.com/HyundaiWorldwide](http://www.youtube.com/HyundaiWorldwide).

To learn more about 'Goal of the Century,' 'Team Century,' or Hyundai's sustainability agenda, please visit [www.hyundai.com/worldcup](http://www.hyundai.com/worldcup).

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### **About Hyundai Motor Company**

Established in 1967, Hyundai Motor Company is present in over 200 countries with more than 120,000 employees dedicated to tackling real-world mobility challenges around the globe. Based on the brand vision 'Progress for Humanity,' Hyundai Motor is accelerating its transformation into a Smart Mobility Solution Provider. The company invests in advanced technologies such as robotics and Urban Air Mobility (UAM) to bring about revolutionary mobility solutions, while pursuing open innovation to introduce future mobility

services. In pursuit of sustainable future for the world, Hyundai will continue its efforts to introduce zero emission vehicles equipped with industry-leading hydrogen fuel cell and EV technologies.

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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