

News Release

Hyundai Motor to Support Sustainable World Cup with Eco-friendly Fleet Vehicles

- Company to help FIFA World Cup 2022™ achieve its carbon neutral goal with a passenger transportation fleet with 236 eco-friendly vehicles
- In addition to HEV and BEV passenger vehicles and Elec City buses, Hyundai Motor will provide onsite mobile EV chargers and roadside fleet services and personnel
- Hyundai Motor also continues to promote carbon neutrality for the World Cup and football fans worldwide through its Goal of the Century campaign

SEOUL, October 20, 2022 – Hyundai Motor Company, an official sponsor of FIFA World Cup 2022™, today announced it will help the world's biggest football tournament achieve its carbon neutral goal by providing eco-friendly vehicles for 50 percent of the event's passenger transportation. This marks the first time in the history of the competition to have eco-friendly vehicles in the event fleet at this scale.

Overall, Hyundai Motor will provide 616 fleet vehicles to FIFA World Cup 2022™. Of that fleet, there will be 446 passenger vehicles, with just over half (226 units) being hybrid electric (HEV) and battery electric (BEV) models. Hyundai will also provide 10 Elec City electric buses for use during the event, which takes place in Qatar from November 20 to December 18.

“Hyundai Motor and FIFA share a strong commitment to make this year's event a sustainable success through the use of clean mobility,” said Jaehoon Chang, President and CEO of Hyundai Motor Company. “By providing our eco-friendly hybrid and battery electric vehicles as ground transportation, we expect to achieve our shared goal of making the World Cup in Qatar a win-win for planet Earth and humanity.”

Charged up for a carbon-neutral World Cup

Hyundai Motor is preparing a dedicated organization and support system for stable EV operations. It will provide Hyundai IONIQ 5, Sonata HEV, Tucson HEV and KONA HEV as well as Genesis G80 EV and GV70 EV to transport FIFA VIPs and staff, and Elec City buses to transport members of the media.

In addition, the company will operate road-side charging services to discharged BEVs using the innovative Vehicle-to-Load (V2L) function on two IONIQ 5 BEVs. FIFA will provide 100 kW-150 kW EV chargers at the event's parking facilities located in Doha, Qatar, to ensure the BEVs' continuous operation.

Hyundai Motor will conduct real-time monitoring of the fleet vehicles for any breakage or accidents, and provide prompt service response, such as emergency dispatch, troubleshooting and vehicle inspection as needed.

The company is also utilizing a real-time vehicle control service to improve fleet service quality management. By detecting any accident or vehicle breakage in real time, the system unifies all processes from vehicle warehousing and emergency dispatch to vehicle repair and accident response.

For seamless service throughout the entire competition period, a dedicated team from HMC Headquarters Service, Sub-Middle East Regional Service and Sub-Middle East Regional Quality Center will stand by at a Quality Situation Room in the FIFA parking facilities to assist with local operation. The team will use Qatar dealership service infrastructure for vehicle repair as needed.

Starting in October, Hyundai Motor has conducted a training program about its HEVs and BEVs for all drivers involved in the fleet operation.

Teaming up for sustainability

In addition to providing fleet vehicles, Hyundai Motor launched the Goal of the Century (GOTC) World Cup campaign with the slogan 'A United World for sustainability' in April, visualizing carbon neutrality for the World Cup and football fans worldwide.

As part of the campaign, Hyundai Motor created Team Century, a group of campaign ambassadors with former England national football player Steven Gerrard as captain. Each member of Team Century is setting goals for creating a sustainable future for the planet in their field of expertise.

All 11 members of Team Century were recently revealed to complete a single united team, including Hyundai Motor's global brand ambassador BTS, Afghan refugee football player and Denmark UNESCO ambassador Nadia Nadim, American fashion designer Jeremy Scott, Italian sculptor Lorenzo Quinn, documentary photographer Nicky Woo and Boston Dynamics robot Spot.

In celebration, a special 'Goal of the Century' video featuring BTS and other Team Century members will be screened in Piccadilly Circus in London starting today.

For more information, visit www.hyundai.com/worldcup and <https://www.instagram.com/hyundai/>.

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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 Advanced Air Mobility (AAM), 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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