



UEFA EURO 2016™ Kicks Off With Hyundai Motor

- Hyundai Motor puts 'Real Fans First' with UEFA EURO 2016™ Fan Parks
- More than 9,000 fans per game can join the celebrations at Fan Parks in England and the Czech Republic
- Hyundai Motor provides 428 official vehicles to support the EURO 2016
- Digital Fan Park, UEFA EURO 2016 Hyundai Predictor game and EURO 2016 test drive enable fans to participate in Hyundai Motor's marketing activities
- Online video clips and TV advertisements made by Hyundai Motor raise excitement throughout the tournament

June 10, 2016 – Hyundai Motor kicks off its support for the eagerly-anticipated 2016 UEFA European Championship with the start of EURO 2016 today.

Firstly, two new Fan Parks in England and the Czech Republic mark the beginning of the month-long European football tournament which will run until July 10. Since the build up to EURO 2016, Hyundai Motor has been dedicated to enhancing the experience for thousands of European supporters through its 'Real Fans First' campaign.

The new venues in London's King's Cross Square and Zlute Lazne in Prague will screen games throughout the tournament period. The London venue is one of the city's major transportation hubs and is Hyundai Motor's first indoor Fan Park – designed to host 1,000 supporters whenever games are being played. In Prague, 8,000 fans are expected to cheer for their national teams at the outdoor space in the heart of the city. The visitors to each Fan Park will be provided with LED bracelets to help create a unique atmosphere. Each country will help ensure visitor safety by providing appropriate levels of police and security support.

"As an official sponsor of UEFA EURO 2016™, Hyundai Motor is proud to play such a key role in helping football fans all across Europe enjoy this summer's tournament. We are dedicated to putting Real Fans First and are helping to spread Hyundai Motor's philosophy of being a caring lifetime partner for our customers by hosting these Fan Parks for supporters across Europe," said Scott Noh, Director of Overseas Marketing Group.

NEW THINKING. NEW POSSIBILITIES.

Hyundai Motor Company
12, Heolleung-ro, Seocho-Gu, Seoul, 137-938, Korea
T +82 (0)2 3464 2152~2160
www.hyundai.com



During the tournament period, Hyundai Motor vehicles will be provided as official vehicles to support the second-most watched football tournament in the world. Among the 428 Hyundai official vehicles, 363 are passenger cars including Sante Fe, Tucson and i30 and 65 are H350 commercial vehicles. These official vehicles will help raise brand awareness across Europe and will be returned to Hyundai dealers at the end of the tournament.

Moreover, national team buses will be distinctly branded with the Hyundai Motor logo and feature each country's team slogan chosen through the 'Be There With Hyundai' campaign held at <http://www.uefa.com/uefaeuro/be-there-with-hyundai/index.html> in the run up to the tournament.

Under its own slogan 'Real Fans First', Hyundai Motor has been demonstrating its devotion to EURO 2016 and its dedication to enhance the experience for real football fans through a variety of activities leading up to the big kick-off. The innovative Digital Fan Park, launched in April 2016, has enhanced the excitement for fans at the digital platform <http://euro2016.hyundai.com>. Starting from June 10, the UEFA EURO 2016 Hyundai Predictor game will begin its Bracket Predictor game, allowing fans to submit their prediction of tournament results on <http://europredictor.uefa.com/> and win prizes.

Building further anticipation, Hyundai Motor ran online videos in the build-up to the tournament. The first online video 'Euro 2016 is coming' has already reached over 34 million views on YouTube (<http://youtube/bJ0yLPMpeFU>). The second video 'The Wait' has been on YouTube (<http://youtube/GBuPeSTfBp>) since June 1.

Hyundai Motor will also run a dedicated TV advertisement campaign throughout the EURO 2016 period. Across the host country of France, trophy tours took place in 12 cities from April 1 to June 9. During the tournament, Hyundai Motor cars will be on display inside various host stadia. Moreover, UEFA Fan Zones provided by sponsors of UEFA will be open in cities of Paris, Lion, Marseille, Lens and Toulouse.

Finally, Hyundai Motor is also conducting its EURO 2016 test drive program until June 30, giving potential customers in 19 European countries the opportunity to win match tickets by test-driving a Hyundai – with plans for more than 180,000 fans to experience the characterful Hyundai Motor range. All of these activities are open for all fans to participate and enjoy, doubling the excitement and fun of the European football championship.

NEW THINKING. NEW POSSIBILITIES.

Hyundai Motor Company
12, Heolleung-ro, Seocho-Gu, Seoul, 137-938, Korea
T +82 (0)2 3464 2152~2160
www.hyundai.com



Hyundai Motor has been an Official Partner of the UEFA European Football Championship for 16 years. As an Official Partner, Hyundai Motor has played a key role in providing official vehicles for national football teams, players, officials and guests as well as staging various events and promotions in support of the competition.

-Ends-

About Hyundai Motor

Established in 1967, Hyundai Motor Company is committed to becoming a lifetime partner in automobiles and beyond. The company leads the Hyundai Motor Group, an innovative business structure capable of circulating resources from molten iron to finished cars. Hyundai Motor has eight manufacturing bases and seven design & technical centers worldwide and in 2015 sold 4.96 million vehicles globally. With more than 110,000 employees worldwide, Hyundai Motor continues to enhance its product line-up with localized models and strives to strengthen its leadership in clean technology, starting with the world's first mass-produced hydrogen-powered vehicle, ix35 Fuel Cell and IONIQ, the world's first model with three electrified powertrains in a single body type.

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

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

Contact

Global PR Team

Globalpr@hyundai.com

www.hyundaiglobalnews.com

+82 (0)2 3464 2152 ~ 2160

NEW THINKING. NEW POSSIBILITIES.

Hyundai Motor Company
12, Heolleung-ro, Seocho-Gu, Seoul, 137-938, Korea
T +82 (0)2 3464 2152~2160
www.hyundai.com