

# News Release

## Hyundai signs Croatian Football Association as a new partner

- Hyundai to become a new sponsor of the Croatian Football Association until the end of the World Cup in Qatar in 2022.

October 12, 2018 – Hyundai has today announced a multi-year partnership with Croatian Football Association, becoming the new official partner until the end of the World Cup in Qatar in 2022.

This latest announcement extends Hyundai's long-standing presence in football. Hyundai has been continuously engaged in national and international competitions for the last 20 years and for the second time becomes the partner of the strongest sports brand in Croatia.

Earlier this year, Hyundai expanded its portfolio of club football sponsorships by announcing four-year deals with Chelsea FC of the English Premier League and AS Roma of Serie A and three-year deals with Club Atlético de Madrid of La Liga and Hertha BSC of the Bundesliga, which will complement its ongoing relationship as shirt sponsor of Olympique Lyonnaise of Ligue 1.

When signing the contract, the president of the Croatian Football Association, Davor Šuker, expressed his satisfaction with the new partnership:

"The Croatian Football Association with this agreement continues to correlate with strong partners, whose support will be a great deal in further work. Hyundai is a company that strives for excellence and innovation, what is match with the values of the Croatian Football Federation and therefore I believe this is the beginning of successful and long-term co-operation.

Lovre Živković, CEO of Hyundai Croatia, says:

"Co-operation with the Croatian Football Association is another step towards positioning the Hyundai brand as the leading car brand in Croatia and towards continuing to strengthen the global football-related strategy. For 20 years, Hyundai brings passion, dynamism, and excitement to football fans around the world. We are happy and proud of our partnership with the most successful sports brand in Croatia. The success shared by the Croatian Football Association is ours too."

During the partnership, Hyundai will work closely with Croatian Football Association to ease mobility and make football more accessible to the club's supporters through a number of fan-focused initiatives. The Hyundai partnership will be visible through the logo on the training jersey as on LED screens during domestic matches. Additionally, during the partnership between Hyundai brand and the Croatian Football Association, there will be a series of initiatives that will help their fans enjoy soccer more.

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**About Hyundai Motor Europe**

In 2017, Hyundai Motor achieved registrations of 523,258 vehicles in Europe – an increase of 3.5 per cent compared to 2016, growing stronger than the market. Hyundai has the youngest line-up in Europe, 90 per cent of the models are less than two years old. 75 per cent 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, which have a combined annual capacity of 600,000 units. Hyundai Motor sells cars in 31 European countries through 2,500 outlets.

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

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**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 Motor 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.