

Hyundai launches grassroots football programme with Chelsea FC

- Hyundai Motor UK launches *Hyundai FC*, supporting football at all levels as an official partner of Chelsea Football Club
- 11 grassroots clubs across the country, made up of boys' and girls' teams, will benefit from the programme
- Hyundai has worked closely with Chelsea FC to develop a range of experiences for each club and its supporters
- Running throughout 2019 as part of Hyundai's 'For The Fans' campaign
- Launch video available here: <http://youtu.be/gFbig8FfRUQ>

High Wycombe, 5 June 2019 – Hyundai Motor UK, the global automotive partner of Chelsea FC, has teamed up with the club and Hyundai dealerships across the UK to launch Hyundai FC; a nationwide grassroots football programme for junior teams.

Eleven girls' and boys' teams from Under-8s to Under-16s in partnership with local Hyundai dealerships will participate in the project that will offer them unique football experiences throughout their season. Each team will receive top-level coaching sessions from Chelsea FC UEFA qualified Foundation coaches, brand new playing and training kit and Chelsea FC benefits to inspire the next generation of aspiring footballers.

The programme is part of *For The Fans* – Hyundai's commitment to football in the UK and support of fans at all levels of the game – from the grassroots players, coaches and parents at the eleven Hyundai FC clubs to the elite-level through the sponsorship of Chelsea FC.

The eleven teams, along with their coaches and families, were invited to Stamford Bridge last week to launch the programme. After a behind-the-scenes stadium tour, the teams took part in skills sessions run by Chelsea FC coaches on the famous pitch before each club was presented with bespoke training plans to help their team develop over the upcoming months. On their visit to West London, the players, along with their parents and the local Hyundai dealers, were also treated to a meet and greet with the Blues' legend and FA Cup winner, Gus Poyet, and Chelsea FC's beloved mascots, Stamford and Bridget.

Throughout 2019, each of the eleven teams will be visited by Chelsea FC Foundation coaches to

implement their training programmes as well as each Hyundai FC club coach having the chance to visit the Blues' training base in Cobham to participate in a hands-on coaching experience with Chelsea Academy coaches and teams.

David Pugh, Marketing Director at Hyundai Motor UK, commented: *“One of the key aims of For The Fans is to put fans first – supporting and enabling all fans from grassroots to elite level across the country. With the help of our dealerships and Chelsea’s top-class Foundation coaches, we are committed to inspiring the next generation of players and fans through Hyundai FC. We are looking forward to giving the 11 teams involved a season they will never forget.”*

Simon Taylor, Head of the Chelsea FC Foundation, said: *“It is fantastic to see companies like Hyundai investing in football from the elite level right through to the grassroots. The Foundation is looking forward to working with the players and coaches, helping to deliver a programme that will stay with the clubs for years to come and creating a legacy for the Hyundai FC coaches, their teams and football in their communities.”*

As part of *For the Fans*, Hyundai has already celebrated and rewarded fans that have gone the extra mile to follow the Blues and surprised fans with Chelsea match tickets and merchandise and will continue to support fans during this summer’s FIFA Women’s World Cup with ticket giveaways, travel and exclusive player content.

Full list of Hyundai FC teams

Team Name	Location	Local Dealer	Age Group	Gender
Anstey Nomads FC	Loughborough, Leicestershire	Sturgess Loughborough	U13/U14s	Girls
Barnoldswick Town Juniors FC	Barnoldswick, Lancashire	Cars2 Bradford	U9s	Girls
Bishop Auckland St Mary’s	Bishop Auckland, Durham	S G Petch	U8s	Boys
Byfleet Village	Slough, Surrey	Johnsons Hyundai	U8s	Boys
Cleethorpes Town	Grimsby, Lincolnshire	Read Hyundai	U11s	Girls
Crofton Juniors AFC	Wakefield, Yorkshire	Cars2 Wakefield	U11s	Boys
Kilgetty AFC	Kilgetty, Pembrokeshire	Station Garage	U13s	Boys
Marston Green FC	Birmingham	Motorfair	U15/16s	Boys
Whiteley Wanderers	Southampton, Hampshire	Richmond Hyundai	U13s	Boys
Willaston White Star FC	Nantwich, Cheshire	Holdcroft Crewe	U14s	Boys
Woodley Saints Wolves	Sonning, Berkshire	Eden Motor Group	U13s	Boys

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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 2018 achieved registrations of 543,292 vehicles in the region – an increase of 3.9 percent compared to 2017, a higher rate than the market average. 2018 was the fourth 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, which have a combined annual capacity of 600,000 units. Hyundai is proud to offer the youngest product line-up in Europe: 90 per cent of the models are less than two years old. 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.

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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 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.

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