

# News Release

## 2019 Hyundai World Archery Championships Kicks Off in The Netherlands for Biggest Celebration of the Tournament

- 2019 Hyundai World Archery Championships begins in 's-Hertogenbosch, The Netherlands, for the biggest celebration of the event
- Hyundai Motor supplies vehicles to athletes and officials, offers opportunities to experience archery and vehicles

**Seoul, June 11, 2019** — 2019 Hyundai World Archery Championships, one of the largest and most prestigious archery events in the world, has kicked off in 's-Heterogenbosch, The Netherlands, this week.

This year's competition runs from June 10 to June 16 in the city and municipality of Den Bosch – another common name for 's-Heterogenbosch – with Hyundai Motor Company supporting as the official title sponsor since 2016.

610 world-class archers, both male and female, representing 92 countries, compete for the most prized and sought-after titles in the sport, making this year's tournament the biggest iteration in the event history. It also serves as the official qualifying tournament for the 2020 Summer Olympics in Tokyo.

Hyundai Motor has supplied a selection of popular models – the Tucson, the i30 Wagon, and the i30 Fastback – to help athletes and staff of participating teams, officials and VIPs in their logistics and operation. The company also offers visitors the opportunity to experience archery at a designated zone, where popular Hyundai cars i30 Fastback N and i30 N-line are displayed.

"The 50<sup>th</sup> Hyundai World Archery Championships is the biggest in the history of the event. It is the first time that the number of competitors has broken 600, and many of them will be competing for chances at the Tokyo 2020 Olympic Games," said World Archery President, Dr Uğur Erdener. "This week from 's-Hertogenbosch, we are looking forward to sharing with the world the thrill and excitement of our sport as well as the talent and skills of our elite athletes."

Hyundai Motor Company and its affiliate companies Hyundai MOBIS and Hyundai Steel have long been ardent supporters of archery, both in Korea and around the world. Hyundai Motor has sponsored the Korea Archery Association since 1985, assisting athletes with cutting-edge equipment and sports science lessons.

The Hyundai MOBIS Women's Archery Team and Hyundai Steel Men's Archery Team, whose athletes compete at world-class levels, have each played an instrumental role in the development of Korea's archery. Hyundai Steel Men's Archery Team has produced Olympic Gold medalists Ku Bonchan (2016 Rio Olympic Games) and Oh Jin Hyek (2012 London Olympic Games).

"The World Archery Championships continues our commitment to some of the biggest international sporting events, which have enabled us to connect with fans around the world," said Wonhong Cho, Executive Vice President and Head of Customer Experience Division at Hyundai Motor. "Hyundai Motor earnestly hopes for the success of many participating contestants, and in the meanwhile, continues our bounteous support for the progress and proliferation of the sport of archery across the globe."

In January 2019, Hyundai Motor and World Archery extended their partnership for additional three years, which continues the company's title sponsorship rights over the Hyundai Archery World Cup in 2019, 2020 and 2021 as well as the biennial Hyundai World Archery Championships in 2019 and 2021.

In an effort to better communicate with fans, Hyundai Motor has opened an Instagram account, @hyundai.sports, featuring unique content on major sports and teams sponsored by the company.

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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](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 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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