



Official Sponsor of the NFL

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HYUNDAI GOING PRO: ANNOUNCES OFFICIAL NATIONAL FOOTBALL LEAGUE SPONSORSHIP

**Four-Year Deal Allows Hyundai to Tap into the Passionate Fan Base of the Most Popular
Sport in the U.S.**

FOUNTAIN VALLEY, Calif., and NEW YORK, June 29, 2015 – Hyundai Motor loves sports and has a long history of celebrating fan passion across the globe. In its latest sports marketing venture, Hyundai is now an official automotive sponsor of the National Football League. The NFL has the largest and most avid fan base among U.S. sports, and Hyundai will soon connect this passion with the enthusiasm Hyundai owners have for their vehicles.

“We are huge football fans at Hyundai and feel there is no better venue to reach consumers, increase consideration and tell the Hyundai brand story,” said Dave Zuchowski, president and CEO, Hyundai Motor America. “We can’t wait to show the NFL’s 188 million fans the great design, advanced technologies, dynamic performance and numerous safety features within the Hyundai lineup. The NFL and Hyundai also share a commitment to helping the communities where we do business, another important aspect of our sponsorship.”

As part of the new sponsorship, Hyundai will have use of NFL trademarks across various marketing channels, including branded content, advertising and promotional materials. The NFL

has become a year-round sport and Hyundai will have access to some of the biggest events on the calendar, such as the Super Bowl, NFL Combine, NFL Draft, NFL Kickoff and NFL Playoffs. Hyundai will also provide promotional vehicles at the Super Bowl and other events throughout the year.

“We are pleased to welcome Hyundai to our family of sponsors,” said Renie Anderson, the NFL’s senior vice president of sponsorship. “We appreciate Hyundai’s enthusiasm as we work together to reach our fans with innovative programs during our season and with our major calendar events throughout the year.”

As NFL fans everywhere celebrate the start of the new season, Hyundai will launch its activation with a major presence during NFL Kickoff activities on Sept. 10.

HYUNDAI MOTOR AMERICA

Hyundai Motor America, headquartered in Fountain Valley, Calif., is a subsidiary of Hyundai Motor Co. of Korea. Hyundai vehicles are distributed throughout the United States by Hyundai Motor America and are sold and serviced through more than 830 dealerships nationwide. All Hyundai vehicles sold in the U.S. are covered by the Hyundai Assurance program, which includes the 5-year/60,000-mile fully transferable new vehicle limited warranty, Hyundai’s 10-year/100,000-mile powertrain limited warranty and five years of complimentary Roadside Assistance. Hyundai Blue Link Connected Care provides owners of Hyundai models equipped with the Blue Link telematics system with proactive safety and car care services complimentary for one year with enrollment. These services include Automatic Collision Notification, Enhanced Roadside Assistance, Vehicle Diagnostic Alert, Monthly Vehicle Health Report and in-vehicle service scheduling.

For more details on Hyundai Assurance, please visit www.HyundaiAssurance.com

Please visit our media website at www.hyundainews.com and our blog at www.hyundailikesunday.com

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