HYUNDAI'S FIFA WORLD CUP™ STORY

Tuesday 22 July, 2014

- Infographic showing how Hyundai helped to create the most 'social' FIFA World Cup™ tournament of all time
- New round-up video released showing how Hyundai and Copa90 brought Brazil to Britain:http://youtu.be/535olUtCGnM

High Wycombe, 22 July 2014 – Hyundai releases 'World Cup in Numbers' infographic showing how the brand helped to create the most 'social' tournament of all time. As an Official Partner of the FIFA World Cup™, Hyundai's ambition was to unite football fans and give them opportunities to celebrate their love of football.

In the UK, Hyundai partnered with Copa90 – the largest independent YouTube football channel – to deliver exciting content for fans all over the globe. With the help of the channel's presenters: Maya Jama and Tom Deacon, Hyundai and Copa90 brought the spirit of Brazil to Britain. They gave fans the opportunity to win life-changing experiences through an online competition to win seven pairs of all-expenses-paid VIP trips to Brazil. They also travelled to all 12 World Cup host cities in just 32 days on a mission to bring people the ultimate city guides, and gave fans free lifts in the 'Hyundai World Cup Taxi'. View the round-up film here:http://youtu.be/535olUtCGnM

Through this partnership, Hyundai and Copa90 were also able to make two very deserving charity workers' dreams come true by giving them a ticket to the 2014 FIFA World Cup Final.

The first ticket was given to Philip Veldhuis. Philip founded the Favela Street programme in Rio de Janeiro. The programme works throughout some of the toughest favelas in the city of Rio and uses football to help teach life skills and confidence to local children who are at risk of the streets.

Philip said:"For me it was a once-in-a-lifetime experience, it felt really special. It was also so rewarding that people acknowledged the work we do with such an incredible gesture. My mind was blown."

The second person to receive a World Cup Final ticket was Dhryka, the captain of the girls' team for the Favela Street programme. Dhryka comes from a tough favela in the north of the city and is an inspiration to the girls she coaches. She said that the World Cup final was:"one of the best days of my life".

Watch the video of their reactions when they were given the tickets and went to the final by clicking ***here***

Globally, Hyundai engaged millions of people online, giving them the opportunity to share their passion. Successful programmes included: 'Pin My Fan Park', 'Shoot & Save' and 'Octopus Prediction' games, fan bus slogan competition, and the dedicated World Cup website which received 7.5 million visitors.

On the ground, Hyundai provided 1,021 cars and vans to transport officials and 176 football players were transported to games by Hyundai buses. Hyundai Fan Parks were built in five cities for people to enjoy the matches, and over 700,000 people across Europe watched Germany claim the famous FIFA World Cup trophy in the final.

-Ends-

Notes to editors:

Hyundai Motor has successfully served as the official partner of 2002, 2006, 2010, 2014 FIFA World Cups™ as well as many other FIFA tournaments. The company's strategic sponsorship agreement with FIFA extends to the 2018 and 2022 FIFA World Cups™. Through its successful sponsorship of international football, Hyundai Motor has significantly boosted brand awareness and brand image.

About Hyundai Motor Company
Established in 1967, Hyundai Motor Company is committed to becoming a lifetime partner in automobiles and beyond. The company, which leads the Hyundai Motor Group, an innovative business structure capable of circulating resources from molten iron to finished cars, offers top-quality best-sellers such as Elantra, Sonata and Genesis. Hyundai Motor has seven manufacturing bases and seven design & technical centers outside of South Korea and in 2013, sold 4.73 million vehicles globally. With almost 100,000 employees worldwide, Hyundai Motor continues to enhance its product line-up with localised

Media:





Related Sectors:

Motoring ::

Related Keywords:

HYUNDAI :: FIFA :: WORLD CUP ::

Scan Me:

models and strives to strengthen its leadership in clean technology, starting with the world's first mass-produced hydrogen-powered vehicle, ix35 Fuel Cell.

More information about Hyundai Motor and its products can be found at: http://worldwide.hyundai.com orhttp://www.hyundaiglobalnews.com

About Hyundai Motor UK

Hyundai has sold vehicles in the UK since 1982. In 2005, Hyundai opened its own UK subsidiary, Hyundai Motor UK Ltd, based in High Wycombe. Since 2008, the company has risen from 21st to one of the top ten car manufacturers in the UK and last year sold a record 77,500 vehicles. Hyundai Motor UK employs over 3000 people through its UK operations and dealer network.

Hyundai offers a full range of vehicles from the award-winning New Generation i10 city car through to the capable Santa Fe SUV and iLoad LCV. All passenger cars come with Hyundai's industry-leading 5 Year Unlimited Mileage Warranty package. Further information about Hyundai and its products is available atwww.hyundai.co.uk.

Follow us on Twitter @Hyundai_UK_PR

For individual information please contact:

Natasha Waddington
Head of PR
01494 428646
07771 975692
natasha.waddington@hyundai-car.co.uk

Laura King
Media Relations Manager
01494 428685
07817 264224
laura.king@hyundai-car.co.uk

Nayab Khan
PR Executive
01494 428617
07812 086167
nayab.khan@hyundai-car.co.uk

Company Contact:

_

Pressat Wire

E. support[@]pressat.co.uk

View Online

Additional Assets:

Newsroom: Visit our Newsroom for all the latest stories:
https://www.wire.pressat.co.uk