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## News

### FOR IMMEDIATE RELEASE

#### **Kia Motors ensures smooth transportation with fleet for UEFA EURO 2012™**

- Over 350 passenger cars for officials, UEFA and EURO 2012 delegates and official visitors from all over the world
- Kia to introduce its eco-friendly Optima Hybrid for the first time in its football sponsorship activities
- Part of on-going tournament promotion in conjunction with EURO 2012

**(SEOUL) May 17, 2012** -- Kia Motors Corporation announced today that it will provide 359 passenger cars to ensure efficient and smooth transportation during UEFA EURO 2012™ in co-host countries, Poland and Ukraine, and to fulfill its requirement as a UEFA EUROTOP Partner and official automobile of UEFA EURO 2012™ (in conjunction with its sister company Hyundai Motor Company). Kia is supplying numerous design-acclaimed models as official tournament vehicles, such as the All-new cee'd, Rio and Sportage, which are among the top selling models in Europe. Kia will also add its D-segment sedans, Cadenza and Optima Hybrid, which have not yet been introduced to Europeans customers.

UEFA EURO 2012™ is scheduled to kick off on June 8<sup>th</sup> in Warsaw, Poland with the champion to be crowned on July 1<sup>st</sup> in Kiev, Ukraine. The matches will take place throughout eight cities in Poland (Warsaw, Wroclaw, Poznan, Gdansk) and Ukraine (Kiev, Donetsk, Kharkiv, Lviv). UEFA EURO 2012™ is considered the biggest and most prestigious event among Kia's UEFA sponsored competitions.

"With only five weeks to go before the tournament begins, the vehicle handover is an essential part of the preparation for UEFA EURO 2012," said UEFA Marketing Director Guy-Laurent Epstein at the ceremony. "Recognized as a leading global maker of stylish, reliable and comfortable vehicles, Kia will provide EURO officials, VIPs and others with safe, convenient transportation."

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Benny Oeyen, Marketing Vice President of Kia Motors Europe, delightedly expressed, “Kia Motors is a proud supporter of football and we are excited to play an integral role in the successful coordination of EURO 2012. We believe that connecting with the world through its most watched sport will not only raise the profile of the Kia brand, but also demonstrate Kia’s unique identity and attributes.”

Furthermore, in order to ensure smooth operation, a ‘Kia Roadside Assistance Team’ will be available 24-hours a day from June 2<sup>nd</sup> to July 4<sup>th</sup>. The team will provide various emergency services to ensure the safety and convenience of drivers and passengers of official cars. During an emergency, drivers are instructed to call a phone number from a hotline sticker that will be placed in each official car for urgent and prompt assistance.

Kia Motors has taken an active role in supporting EURO 2012 from the initial stages of the tournament. For instance, the Kia Sportage, an award-winning SUV, was selected as an official ball carrier, promoting the tournament in Kiev, Ukraine and Warsaw, Poland, by carrying a larger than life mock-up of the EURO 2012 official ball, the Adidas ‘Tango 12’.

Along with the “Kia Official Match Ball Carrier” program, Kia has introduced several other activities for customers all around the world to increase their enjoyment of the tournament. The five-a-side “Champ into the Arena” invites amateur football talents from all over the world to compete against each other while providing the opportunity to witness an exciting UEFA EURO 2012™ semi-final match. In addition, both offline and online promotions such as “Kia EURO 2012 Road Shows,” which are occurring in cities throughout Europe, and the “Kia Dubstep Dance Contest,” which is hosted on Kia’s official Facebook page, have been building anticipation for EURO 2012.

In addition to its close partnership with UEFA, Kia Motors is also a FIFA Partner, in conjunction with Hyundai Motor, and will sponsor the 2014, 2018 and 2022 FIFA World Cups. On a local level, Kia Motors has partnered with several premier professional European football clubs including FC Bordeaux of France and Moscow Spartak FC.



**Editor's notes:**

Photo Caption: Benny Oeyen, Marketing Vice President of Kia Motors Europe (far left); and Guy-Laurent Epstein, UEFA Marketing Director (center) take a photo with official UEFA EURO 2012 mascots and other Kia management personnel.

*Kia Motors Corporation ([www.kia.com](http://www.kia.com)) -- a maker of quality vehicles for the young-at-heart -- was founded in 1944 and is Korea's oldest manufacturer of motor vehicles. Over 2.5 million Kia vehicles a year are produced in 15 manufacturing and assembly operations in ten countries which are then sold and serviced through a network of distributors and dealers covering 172 countries. Kia today has over 47,000 employees worldwide and annual revenues of US\$39 billion. It is the major sponsor of the Australian Open and an official automotive partner of FIFA -- the governing body of the FIFA World Cup™. Kia Motors Corporation's brand slogan -- "The Power to Surprise" -- represents the company's global commitment to surpassing customer expectations through continuous automotive innovation.*