**Hyundai Motor Celebrates Start of**

**2014 FIFA World Cup BrazilTM with Unique & Exclusive Programs**

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| **June 12, 2014** – Celebrating the start of the world’s biggest football event, Hyundai Motor Company, Official Partner of the 2014 FIFA World Cup Brazil™, will ensure that its unique and exclusive programs such as `Your 11’ and `Hyundai Young Player Award (HYPA)’ are in place to further boost the excitement of worldwide football fans throughout the tournament.  **Your 11**  The newly-featured ‘Your 11’ contest is now running on the FIFA.com website, raising expectations of the upcoming matches. All FIFA.com Club members over the age of 14 can participate in the ‘Your 11’ contest by selecting line-ups and tactical formations for each team and match, while the winners will be chosen by a random prize draw.  Participants can select either one team or both teams for all 64 matches of Brazil 2014. Whether they choose to select a line-up for each team or for both, they will receive only one entry in total for the selected match, therefore, they can submit a maximum of 64 entries for the contest.  The submission deadline for each match is one hour prior to kick-off when the official match line-ups are confirmed, and FIFA.com will display the most popular starting line-up and tactical formation as voted by FIFA.com users, once the official start lists are revealed. Participants can also share ‘Your 11’ on their social media accounts, playing with their friends.  The lucky winners, who will be announced after the matches, will be awarded with various prizes such as Hyundai premium sets, each of which includes a specially-branded adidas brazuca ball, and a Fuleco plush doll.  More detailed information can be found at  <http://www.fifa.com/worldcup/news/y=2014/m=5/news=your-11-contest-rules-2343077.html>  **Hyundai Young Player Award**  First awarded in 2006 and chosen by the FIFA Technical Study Group, the ‘Hyundai Young Player Award’ recognizes outstanding young players in their first FIFA World Cup™, and selects the player with the biggest impact.  While all candidates must be born on or after 1 January 1993 for this year, the FIFA Technical Study Group takes the following criteria into account, when selecting the Hyundai Young Player.  • Exceptional skill level  • Youthful and refreshing playing style  • Creativity and inspiration  • Tactical maturity and efficiency  • Fan recognition through entertaining performances  • Role model for young players  • Positive attitude and fair play  The past two awards were coincidentally both handed out to German players (Lukas Podolski in 2006 and Thomas Muller in 2010). Many outstanding candidates are set to compete for the award at the 2014 FIFA World Cup Brazil™, and the winner will be announced after the final match.  More detailed information can be found at  <http://www.fifa.com/worldcup/awards/young-player-award/intro.html>  Discovering the next “rising star” is one of the biggest joys football lovers look forward to and Hyundai Motor sets the stage for this: Fans can participate in the ‘Hyundai Young Player Predictor’ which will open after the shortlisted candidates are officially announced on 10 July by FIFA. Participants need to make their prediction before the final whistle on 13 July, and 30 lucky winners among those who predict correctly, will be chosen to receive prizes.  More detailed information can be found at  <http://www.fifa.com/worldcup/games/predict-best-young-player/index.html>  **Hyundai Motor and FIFA**  Since Hyundai Motor signed the agreement in 1999 to sponsor FIFA competitions including the 2002 FIFA World Cup Korea/Japan™, the company has successfully served as the official partner of 2002, 2006, 2010 FIFA World Cups™ as well as many other FIFA tournaments. In 2010, the company extended its strategic sponsorship agreement with FIFA to cover the 2018 and 2022 FIFA World Cups™. Through its successful sponsorship of international football, Hyundai Motor has significantly boosted brand awareness and brand image.  Hyundai Motor opened the brand’s dedicated microsite (<http://worldcup.hyundai.com>), where football fans can participate in the company’s exciting programs such as ‘Pin My Fan Park,’ and ‘Shoot & Save’ game. Hyundai Motor’s official TV commercial, featuring the company’s brand ambassadors, Iker Casillas, Ricardo Kaka, and Oscar Emboaba, as well as its exclusive behind-the-scenes footage are also available on the website.  -Ends-  About Hyundai Motor  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 localized 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> or <http://www.hyundaiglobalnews.com>  Contact  Global PR Team  [Globalpr@hyundai.com](mailto:Globalpr@hyundai.com)  [www.hyundaiglobalnews.com](http://www.hyundaiglobalnews.com)  +82 (0)2 3464 2152 ~ 2160  Twitter: @hmcglobalpr  # # # |