

News Release

FOR IMMEDIATE RELEASE

Hyundai Motor Extends World Archery Title Sponsorship for Three More Years

- Hyundai Motor, World Archery's exclusive automotive partner since 2016, to continue title sponsorship through 2021
- Company retains title sponsorship rights to Hyundai Archery World Cup (2019-2021) and Hyundai Archery World Championships (2019, 2021)
- First stage of 2019 Hyundai Archery World Cup to take place in May 6 to 12 in Shanghai, China

SEOUL/LAUSANNE, Jan. 31, 2019 — Hyundai Motor Company and World Archery have extended their partnership for an additional three years, following the conclusion of the two parties' initial agreement that began in 2016. The new deal comes into effect immediately and runs until the end of 2021.

The renewed agreement will see Hyundai Motor retain title sponsorship rights to multiple prestigious competitions: Hyundai Archery World Cup in 2019, 2020 and 2021, as well as the biennial Hyundai World Archery Championships in 2019 and 2021.

Under the sector-exclusive agreement, the South Korea-based automotive manufacturer is expected to receive extensive branding at international archery events and exposure in related broadcasts. The company also seeks to leverage its exclusive relationship with archery's international governing body, to more actively communicate with global archery fans through various channels and communities.

"Hyundai is a long-standing and valued partner of World Archery and we are thankful that the company has committed to our partnership past the Tokyo 2020 Olympic Games," World Archery President Prof Dr. Ugur Erdener said. "Hyundai's support has enabled the growth of our world-class events, and the investment translates into measurable growth in archery's broadcast reach

and international engagement. It's a relationship that continues to benefit both parties and one we're proud to prolong."

"I am very delighted that Hyundai is able to continue sponsoring prestigious tournaments of one of the most progressive and exciting sports today," said Wonhong Cho, Executive Vice President of Hyundai Motor's Customer Experience Division. "The extension of our collaboration with World Archery reaffirms our commitment to contributing to further development and popularization of the sport."

Hyundai Motor and its affiliates have long been supporters of the sport of archery, both in Korea and abroad. The Hyundai MOBIS women's archery team and Hyundai Steel men's team are both world-class teams, the latter having produced Olympic champions Ku Bonchan (2016 Rio de Janeiro) and Oh Jin Hyek (2012 London). Hyundai Motor also has been supporting the Korea Archery Association since 1985, assisting athletes through sports science and providing cutting-edge equipment.

The first stage of the 2019 Hyundai Archery World Cup will take place from May 6 to 12 in Shanghai, China.

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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 Motor 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.

More information about Hyundai Motor and its products can be found at:

<http://worldwide.hyundai.com> or <http://globalpr.hyundai.com>

About Hyundai Archery World Cup

The Hyundai Archery World Cup was founded in 2006 as the premier annual international archery circuit. Consisting of up to four stages and an invitational final, it regularly showcases the world's best archers in iconic locations. Previous Hyundai Archery World Cup Final tournaments have been held under the Eiffel Tower in Paris, in Mexico City's central Zocalo and across Copenhagen's Nyhavn Canal.

About Hyundai Archery World Championships

The Hyundai Archery World Championships is the world's most prestigious archery competition. First held in 1931, the championships are now held in each odd year in major cities around the world. The championships in the year preceding each Olympics acts as the main qualifier for those Games.

About World Archery Federation

World Archery is the international federation for the important Olympic and Paralympic sport of archery. It was founded in 1931 to regulate and promote the sport and is headquartered in the Olympic Capital of

Lausanne, Switzerland.

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