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# America and the NFL, Meet Hyundai: Hyundai Replaces General Motors as Automotive Sponsor

AUTOMOBILE

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Hyundai Motor Co. has replaced General Motors as the National Football League's premier automotive sponsor, a title owned by GM since 2001. The Korean-based automaker announced a deal at the end of June that gives it preferred marketing rights for the next four seasons to the NFL's biggest events, including the Super Bowl, the NFL scouting combine and the NFL draft, among others.

Financial terms and conditions of the deal were not announced, but it is reported by *Automotive News* that GM historically would spend approximately \$25 million per year for its sponsorship with the NFL and over \$150 million per year on NFL-related marketing and advertisements. One thing is certain, however: the sponsorship will increase Hyundai's exposure and national advertising in the United States, something that has been criticized by dealerships across the nation. In February 2015, the Super Bowl became the most watched television broadcast in the United States, ever, drawing just shy of 115 million viewers.

So far in 2015, Hyundai has experienced moderate growth. Sales have increased through June 30, 2015 by approximately 1.8%, as compared to the first six months of 2014. With the new NFL sponsorship, Hyundai dealerships should hope to see continued increases in vehicle sales over the next couple of years.

So, as we approach the 2015/16 football season, we Pittsburgh Steelers fans can look forward to Ben Roethlisberger being presented with a Hyundai vehicle after winning and becoming Super Bowl 50's most valuable player!

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