



OFFICIAL CAR PARTNER

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## Kia expands partnership with ECB in new two-year deal

England and Wales Cricket Board (ECB) today announced an extension of their partnership with Kia Motors (UK) Ltd who will become the Official Car Partner of the ECB under a two-year agreement.

Kia has a long-standing affinity with cricket as the inaugural title sponsor of the Kia Super League over a four-year period (2016-2019) and are the first ever Official Partner of the England women's team.

Their first commercial interaction with the sport came in 2010 when they

signed a long-term deal as the club and ground sponsor of Surrey County Cricket Club and the Kia Oval.

ECB Commercial Director Rob Calder said: “Kia are part of cricket in this country through their existing partnerships, in county cricket and the women’s game both internationally and domestically.

“With an exciting summer of international cricket ahead, we are thrilled to extend our relationship with Kia to cover all international men’s and women’s matches. Their passion for the sport and progressive outlook fits perfectly with our own plans to innovate and grow the game.”

David Hilbert, Marketing Director at Kia Motors (UK) Ltd, said: “Becoming the Official Car Partner of the ECB extends our relationship further and allows Kia to engage with fans around the country. With Test series against India and Pakistan this year followed by the Ashes in 2019, the extended relationship will allow us to showcase our fantastic range of vehicles to a perfect audience.”

Under the terms of the agreement, Kia will receive a range of sponsorship and marketing rights, including perimeter advertising, posters and in-ground activation at all International Men’s and Women’s Matches.

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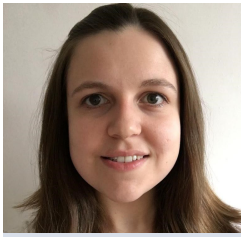
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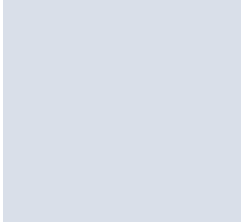
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