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## **Kia Motors accelerates with extension to its relationship with Eden Park**

Global brand Kia Motors has announced a three-year extension of its relationship with New Zealand's national stadium.

The long-term partnership began in 2016 and eventuated from the brand's deep-rooted passion for supporting professional sport.

The stadium says the reverence in which Eden Park is held overseas continues to attract the world's leading brands to its family of Icon Partners.

"New Zealand's national stadium has a history of aligning with prestigious and trusted brands to enhance the stadium for our local and wider community. We're delighted that Kia Motors is extending its relationship with Eden Park and will continue to be the stadium's official automotive partner," says Eden Park Chief Executive Officer Nick Sautner.

A brand on the move, last month Kia reached number three overall in the New Zealand new vehicle market.

"Kia Motors NZ is thrilled to be extending our association with Eden Park, the historical home of premier sport in New Zealand. It's the perfect way to showcase awareness of the Kia range of vehicles during some of the most exhilarating moments in high-level sport," says Kia Motors New Zealand Managing Director Todd McDonald.

Kia Motors Worldwide has a reputation of supporting a wide range of international stadia and sporting events such as the Australian Open tennis tournament, the National Basketball Association (NBA) in the United States, football governing body FIFA as well as holding naming rights to the Kia Oval in London. In addition to a relationship with Eden Park, the brand has locally sponsored the Halberg Disability Sport Foundation for the past ten years, highlighting its commitment to the country's sporting community.

Benefits of the partnership include key signage locations, hospitality and access to the stadium's hallowed turf for product launches along with other mutual objectives in which the two brands will continue to collaborate on.

**ENDS**

For more information:  
Greta Lawson  
Communications Manager  
Eden Park  
[glawson@edenpark.co.nz](mailto:glawson@edenpark.co.nz)  
0212 777 111

**MEDIA RELEASE**



## **About Eden Park**

Eden Park is New Zealand's national stadium and a globally iconic arena, located in central Auckland.

Eden Park Trust operates as a statutory not-for-profit body corporate, registered as a charitable trust with the Charities Commission. Its objectives are to promote, operate and develop Eden Park as a high quality multi-purpose stadium for the use and benefit of rugby and cricket as well as other sporting codes and other recreational, musical, and cultural events for the benefit of the public of the Auckland region.

Its rich history and profile is unmatched by any other stadium in the country. From its beginnings as a cricket ground in 1903, Eden Park became the primary venue for major summer and winter sport in Auckland when in 1913, the owner, Auckland Cricket, leased winter use of the ground to Auckland Rugby.

A Deed of Trust establishing Auckland Cricket and Auckland Rugby as the beneficial owners of Eden Park was signed in 1926 and has since been enshrined in legislation. Most notably remembered for hosting the 1987 and 2011 Rugby World Cup Finals, Eden Park remains the home of both Auckland Cricket and Auckland Rugby as it has been for more than a century.

Each year, more than half a million sports and entertainment fans from around the world visit Eden Park. The stadium successfully hosts sell-out crowds of up to 50,000 on match days and hosts more than 1,000 non-match day functions per year.

## **About Kia Motors New Zealand**

Kia Motors New Zealand Limited ([www.kia.co.nz](http://www.kia.co.nz)) – a maker of quality vehicles for the young-at-heart is a subsidiary of Kia Motors Corporation (KMC) KMC was founded in 2006 and sells and services high quality, class leading vehicles like the Seltos, Sportage, Niro, Sorento and Stinger through a network of 26 dealers nationwide.

Kia Motors New Zealand manages the New Zealand operation from its Auckland headquarters. Kia's brand slogan "The Power to Surprise" represents the company's global commitment to surprise the world by providing exciting & inspiring experiences that go beyond expectations.

For further enquiries:

Todd McDonald  
Managing Director  
Kia Motors NZ  
09 573 6070