



**STRICTLY EMBARGOED: 5am, February 26, 2016**

## **Kia Motors joins the Hurricanes family**

Kia Motors New Zealand will be front and centre on the Hurricanes away playing jerseys during the 2016 Investec Super Rugby season in a new sponsorship that reflects the innovative thinking of both parties.

Kia's mantra is The Power to Surprise, but their association with sports sponsorship is well known across the world.

In becoming a Major Partner of the Hurricanes Kia has added to an impressive sports sponsorship portfolio that includes the FIFA World Cup, Australian Open and UEFA European Football Championship™.

The Hurricanes will wear their yellow Kia away strip six times this season including in Dunedin in round two when their black home jersey clashes with the Highlanders dark blue strip.

Kia General Manager Todd McDonald said sponsoring the Hurricanes away jersey allowed the company to build its brand both within New Zealand and internationally.

"Investec Super Rugby is widely considered the finest provincial rugby competition in the world. Backing the Hurricanes will not only build the Kia brand in New Zealand, but also in other key international markets.

"The Hurricanes are a perfect partner for Kia, we're a nation of sports fans and this partnership represents something fresh and thrilling with 'The Power to Surprise'. We'll be looking forward to seeing the Hurricanes dynamic style on-field this season.

"I can't wait to see the team run out against the Brumbies in the new jersey. We think it looks fantastic."

Hurricanes chief executive Avan Lee said an association with Kia fitted perfectly with the club's

own values of striving for excellence.

“Kia is recognised across the world for its support of some of the best sports teams and tournaments. They are clearly a company that strives to be the best and our team is certainly trying to do that every time they run onto the field.

“We are delighted they have decided to get on board with the club this season and join the Hurricanes family.”

Lee said Kia’s pioneering decision to sponsor the Hurricanes away jersey meant the club had been able to sign another exciting sponsor for their home jersey during the 2016 season.

“We look forward to unveiling our home jersey in the build up to our match against the Blues at Eden Park in Auckland on March 11 when the team will wear our home strip for the first time.”

**– ENDS –**