



Union des associations européennes de football



Media Release

Date: 20/02/2006

Communiqué aux médias

No. 022

Medien-Mitteilung

Ford extends sponsorship of the UEFA Champions League

Ford to continue as Official Sponsor for the seasons 2006-09

UEFA has today announced the extension of its sponsorship agreement with Ford for the UEFA Champions League seasons 2006 to 2009.

In renewing this agreement Ford continues its long association with Europe's biggest and most prestigious club football tournament. The existing contract will expire at the end of the UEFA Champions League season 2005/2006. Ford has been a partner of the UEFA Champions League since the inception of the tournament in 1992.

As the official vehicle supplier, the company will continue to provide a fleet of nearly 800 vehicles across the season to enable the swift and safe travel of match officials and VIP guests.

Lars-Christer Olsson, CEO of UEFA, said:

"We are extremely pleased that such an international and global brand as Ford has chosen to extend their agreement with UEFA and with the UEFA Champions League. They have been a partner of ours since the inception of the competition back in 1992, and this re-signing just goes to prove what a strong relationship we have.

"The UEFA Champions League continues to go from strength to strength and we are sure that, together with Ford, we will further expand our close relationship, as well as benefiting from the provision of vehicles."

John Fleming, President and CEO, Ford of Europe, said:

"With the renewing of our contract as one of the sponsors of the UEFA Champions League, we cement our position as the premium motoring brand in European club football. All the UEFA Champions League seasons so far have been exciting tournaments with outstanding matches between Europe's top clubs. The TV audiences reflect the excitement and drama of European football and we expect these audiences to outstrip previous records in the future."

Ford is the fifth of six official sponsors — joining Heineken, Sony Electronics, Vodafone and Mastercard — to have concluded an agreement with UEFA for the period 2006 to 2009 of the UEFA Champions League. The appointment of the sixth sponsor will be announced soon.

TEAM Marketing AG is the exclusive marketing partner of UEFA for the UEFA Champions League.

For further information:
UEFA Media Services: ++41 848 04 27 27

Route de Genève 46
CH-1260 Nyon 2
Tel. +41 848 04 27 27
Fax +41 22 707 28 38
media@uefa.ch
uefa.com