



**DETROIT and DENVER** – Chevrolet has

announced a two-year sponsorship of the world's largest soccer club, Rush (Sports Partners International). Beginning this 2013/2014 season, the Chevrolet bowtie will appear on 70,000 Rush Soccer jerseys across the country. Chevrolet becomes the Official Automotive Partner of the Club and will become its first shirt sponsor in the Club's 11-year history. The new Rush sponsorship helps Chevrolet leverage the sport's surging popularity in the U.S., where a soccer player lives in 30 percent of all households.

Commenting on the new partnership, Rush's President Tim Schulz said:

"This is a long-term partnership for our Club. Truly, the first of its kind in the US. We have already produced some ideas that will benefit both the partnership and our 35 thousand members around the country."

The Rush Soccer partnership extends Chevrolet's foray into the sport.

"For the past three years, our Chevy Youth Soccer program has been supported by 1,000 dealers reaching 850,000 children," said Chris Perry, vice president, Chevrolet marketing. "Chevrolet's involvement with Rush will help us continue our close ties with the sport right here in the U.S."

Last week, Chevrolet and the United States Soccer Federation announced a three-year sponsorship deal that makes Chevrolet the Official Partner of U.S. Soccer. U.S. Soccer, which is celebrating its first 100 years throughout 2013, is the governing body of all forms of soccer in the country and manages numerous teams that compete globally and regionally year-round, including the U.S. National Men's and Women's Teams, Youth National Teams, Men's and Women's Olympic teams and the Development Academy with 80 elite youth clubs throughout the U.S. Its sanctioning authority strengthens the grassroots Chevy Youth Soccer program.

Chevrolet is also involved in soccer around the globe.

Through its Founding Sponsorship of [One World Futbol Project](#), Chevrolet is donating 1.5 million virtually indestructible One World Futbols to organizations working with youth living in war-stricken zones, refugee camps, disaster areas, and underprivileged communities around the world. The One World Futbol never goes flat and never needs a pump, even when punctured, providing endless play to children who need it most.

Already the No. 1 sport in the world, soccer's popularity in the U.S. is growing, especially among coveted millennial consumers – those aged 12-24 – ranking second only to the NFL. Many of these 80 million Americans grew up playing youth soccer. The expansion of social and digital media also has allowed American soccer fans to stay abreast of overseas leagues, teams and players and be part of global communities.

## Club Profile

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Last year, Chevrolet announced a deal that made it the Official Automotive Partner of Manchester United – one of the most widely supported football teams in the world. Beginning in 2014, the Chevrolet bowtie will appear on Manchester United jerseys for seven years.

| Rush Competitive Uniforms  | Rush Developmental Uniforms   |
|--|---|
| <p data-bbox="159 445 423 506"><i>Rush Soccer, Chevrolet &amp; Soccer.com</i></p>  <p data-bbox="212 1241 764 1266">Soccer.Com is proud to be the official supplier of Rush Soccer's gear. <b>SOCCER.COM</b> EUROSPORT</p> | <p data-bbox="857 445 1122 506"><i>Rush Soccer, Chevrolet &amp; Soccer.com</i></p>  <p data-bbox="911 1241 1463 1266">Soccer.Com is proud to be the official supplier of Rush Soccer's gear. <b>SOCCER.COM</b> EUROSPORT</p> |

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### About Chevrolet

Founded in 1911 in Detroit, **Chevrolet** is now one of the world's largest car brands, doing business in more than 140 countries and selling more than 4 million cars and trucks a year. Chevrolet provides customers with fuel-efficient vehicles that feature spirited performance, expressive design and high quality. More information on Chevrolet models can be found at [www.chevrolet.com](http://www.chevrolet.com).

### About Rush

Rush is the world's largest soccer club, with a domestic membership base of 35,000. Founded in 2002, the Club

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anticipates to have 100,000 members by 2018.