



## FROM SPECTATOR TO STRIKER : CHEVROLET INVITES FOOTBALL FANS TO BECOME 'PROS' FOR A DAY AT 2017 CHEVROLET FAN CUP

- Chevrolet will bring 64 passionate fans to England to compete in a tournament on Manchester United's Old Trafford -- the historic pitch graced by players and legends
- The Chevrolet Fan Cup puts fans in the boots of Manchester United players, becoming "professional" footballers for a day, from game-day preparation to the matches

16 January 2017, Malaysia – Chevrolet today announced that it will make fans "professional" footballers for a day through the 2017 Chevrolet Fan Cup, a global competition where winners will play at Manchester United's Old Trafford Stadium, the "Theatre of Dreams."

The 2017 Chevrolet Fan Cup will bring together 64 passionate fans for a first-of-its-kind tournament at Old Trafford. The exclusive experience will put fans in the boots of Manchester United players, including game-day preparations and the matches.

"We have the unique ability to enable fans to make the most of life's possibilities through football," said Tim Mahoney, chief marketing officer, Global Chevrolet. "Around the world, in communities and on the pitch, we connect fans to the people, places and experiences that matter most to them. The Chevrolet Fan Cup is a perfect example of how we are enabling fans make their dreams come true in the form of the ultimate global fan competition at Manchester United's Theatre of Dreams."

Over the next 2 months, Chevrolet will seek out fans around the world to become one of the lucky 64 who will travel to Manchester in May for the 2017 Chevrolet Fan Cup. To take part in this once in a lifetime 'money can't buy' experience, simply follow the below step-by-step instructions;

- ✓ Follow & like Chevrolet Malaysia official Facebook
- ✓ Submit a VIDEO or PHOTO compilation to Chevrolet Malaysia official Facebook showing us your passion for the club and stand a chance to make your dreams come true, and play in the Chevrolet Fan Cup 2017
- ✓ Submit your VIDEO or PHOTO within the comments section of the CFC 2017 Facebook post and [#ChevroletFanCup](#) your entry
- ✓ Save the particular CFC Facebook post so you can find and trace them back later
- ✓ Terms & Conditions Apply

While in Manchester, the winners will attend Manchester United's English Premier League match against Crystal Palace, meet team legends and be trained at the club's famed soccer school. The highlight of their experience will be the professional match-day experience, including dressing in the players' locker room and walking through the home club's tunnel before competing against each other in a tournament on the Old Trafford pitch.

"Walking onto the pitch at Old Trafford is something most fans have dreamt of at some point in their lives but only a small number actually get to experience it," Richard Arnold, Manchester United Group Managing Director said. "The Chevrolet Fan Cup can make this dream a reality. It is a unique opportunity to connect to the club, giving our supporters the chance to tread on the same ground where some of the game's best have played, in a stadium that has been the setting for some of football's most memorable moments."

Chevrolet stands with the fans of Manchester United and global football, connecting with them and sharing their passion for the game. To see how Chevrolet is uniting fans, visit [www.ChevroletFC.com](http://www.ChevroletFC.com), or subscribe to [www.youtube.com/user/ChevroletFC](http://www.youtube.com/user/ChevroletFC).

For more information on the 2017 Chevrolet Fan Cup, please visit <http://www.chevrolet.com.my/page/article/chevrolet-fan-cup> or follow Chevrolet Malaysia official Facebook page and Instagram @Chevrolet\_MY.

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**About Manchester United**

Manchester United is one of the most popular and successful sports teams in the world, playing one of the most popular spectator sports on Earth. Through our 138-year heritage we have won 64 trophies, enabling us to develop the world's leading sports brand and a global community of 659 million followers. Our large, passionate community provides Manchester United with a worldwide platform to generate significant revenue from multiple sources, including sponsorship, merchandising, product licensing, new media & mobile, broadcasting and match day.

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