

Sania Mirza is brand ambassador for Hyundai Getz

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Looks like cricket and cricketers is on the last option list for the companies looking for new faces to endorse their products. If Toyota chose Aamir Khan for their innovative Innova vehicle, Hyundai has picked the latest teen sensation of India, Sania Mirza to promote their Hyundai Getz vehicle. Korean giant Hyundai's Indian arm has signed the tennis star to fire up the sales of its latest car Getz that is facing competition from Maruti's Suzuki Swift.

Sania would be representing the company and the car for a period of 3 years in a deal, which is said to be worth around Rs. 1.5 Crores. No one from the company or the Globosport, the professional managers of Mirza commented on the financial details of this deal. However, hiring Sania is not surprising news after all. Hyundai have on their list stars like Shah Rukh Khan and Preity Zinta for promoting their vehicles in the country. Hyundai is well known to pick high profile celebrities and personalities for its products. Sania has been a household name ever since her shining performance in the recent tournaments. She reached the third round of this year's Australian Open where she lost to younger of the William's sisters Serena Williams.

She is ranked 34 in the world now and is said to be worth more than a crore if you are looking for her to market your brand name in the market. Hyundai on their part need a boost for their Getz car ever since Maruti launched Suzuki Swift at impressively low prices.