

2018 Hyundai Blue Waves

Presenting The Future of Mobility, Today.

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Today and
Tomorrow with
Modern Premium.

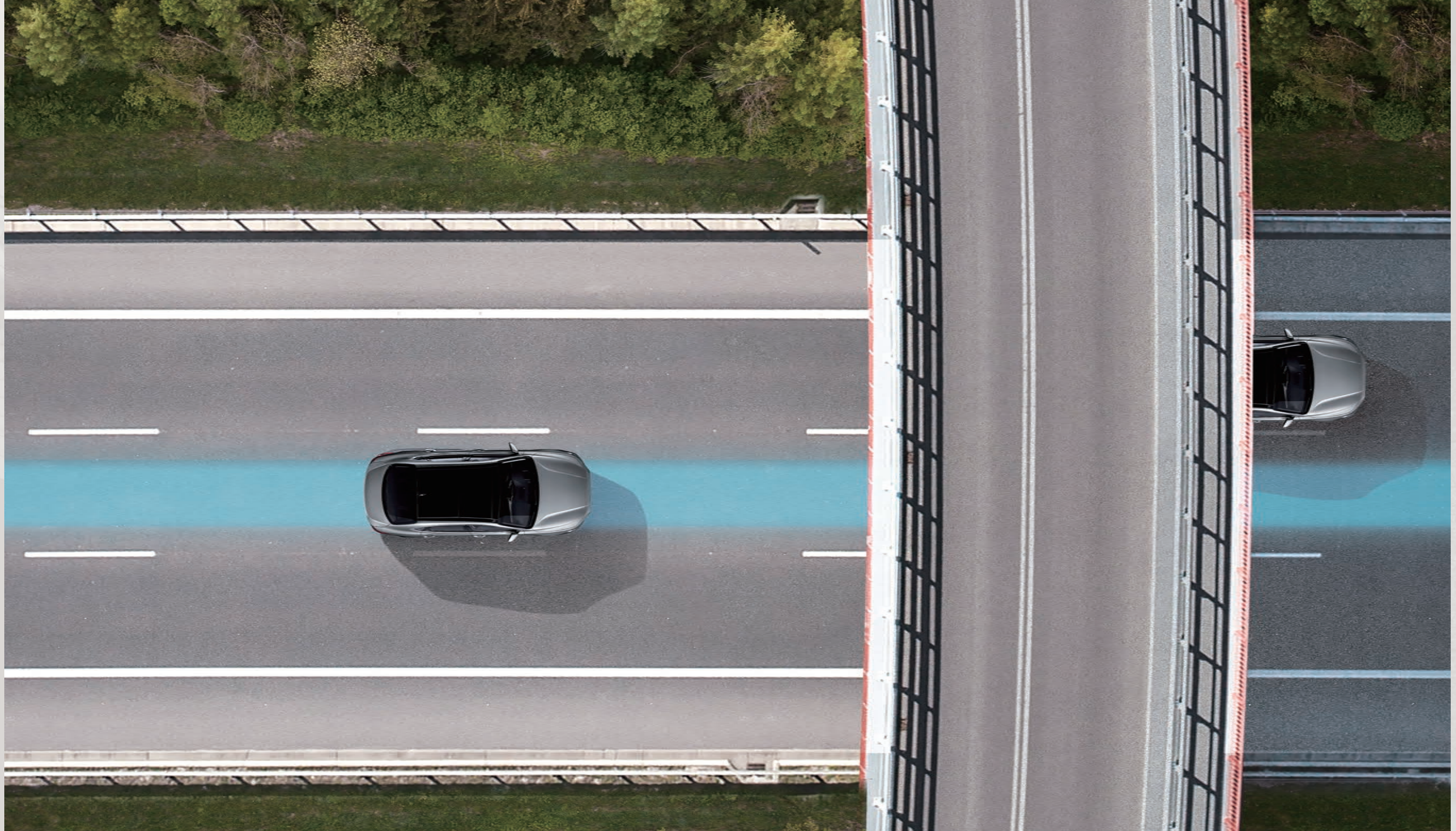
The term “Modern Premium” refers to Hyundai Motor's brand direction. It reflects our commitment to offering the finest in automotive products and making our customers feel proud of their purchases and satisfied with their appearance and performance. No matter which Hyundai product you choose to buy, you'll soon come to see that our cars will always exceed your expectations. Hyundai Motor is also committed to growing with its customers as part of their lives and lifestyles. That's why the core identity of Modern Premium rests of three firm and solid foundations: Simplicity, Creativity, and Care.



**Simplifying what's
complicated, for you.**

Delivering values that our customers desire

Hyundai Motor's Modern Premium concept refers to our constant effort to make the driving lives of our customers easier and more convenient.



Creative thinking covering all the necessities.

Connecting with our customers

The goal behind Modern Premium lies in Hyundai Motors' desire to offer creative solutions to the real needs of its customers throughout the entire range of their driving lives. This means that we have to think of things that no one else has thought of before. We find ways of doing things that no one else has imagined before. And we help you feel things that you didn't know you could feel before.



**Caring and
commitment to reliability
and safe driving.**

Earning the trust of our customers

The essential meaning of Hyundai Motor's Modern Premium is that we are always thinking about the happiness of our customers and the quality of the cars that we sell them. We make automobiles that are loved and trusted worldwide, with a never-ending commitment to driver safety and convenience and the well-being of the world, both now and in the future.



Connected Mobility.



Freedom in Mobility.



Clean Mobility.

Tomorrow of Mobility.

The future of mobility that Hyundai Motor dreams of emissions-free automobiles that are seamlessly connected to everything and everyone, all the time. This vision of future mobility involves the development of vehicles that are connected, autonomous, and eco-friendly. Once this dream comes to fruition, we will have fulfilled our dream of opening up an era in which cars become a central part of our lives.

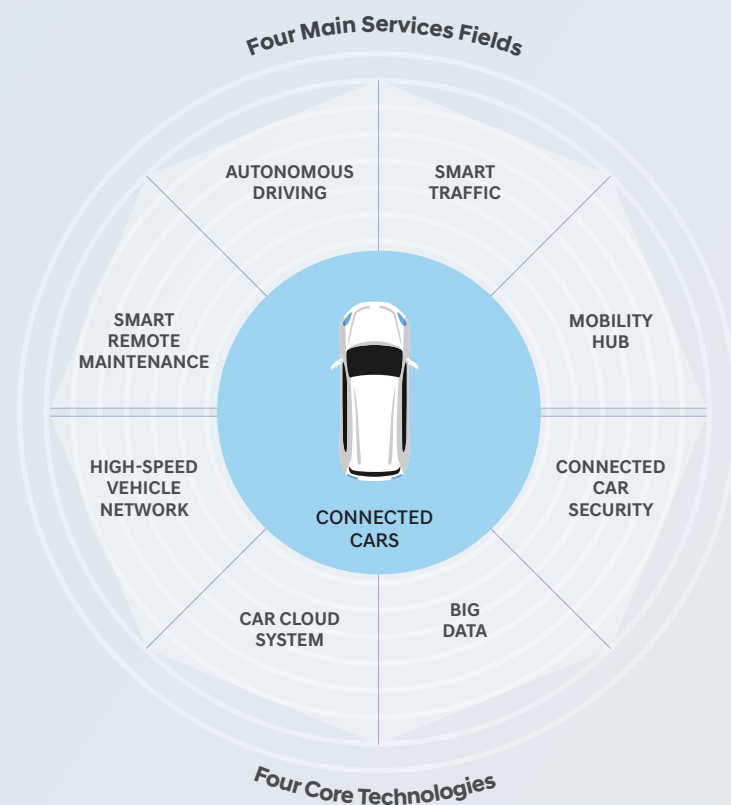
Connected Mobility.

Innovating future lifestyles with hyper-connected smart cars

Hyundai Motor is far outpacing the competition in the development of connected car technologies for hyper-connected society of the future. Our goal is to provide the widest possible variety of smart cars that can connect people seamlessly with their homes and offices, as well as with urban infrastructures.



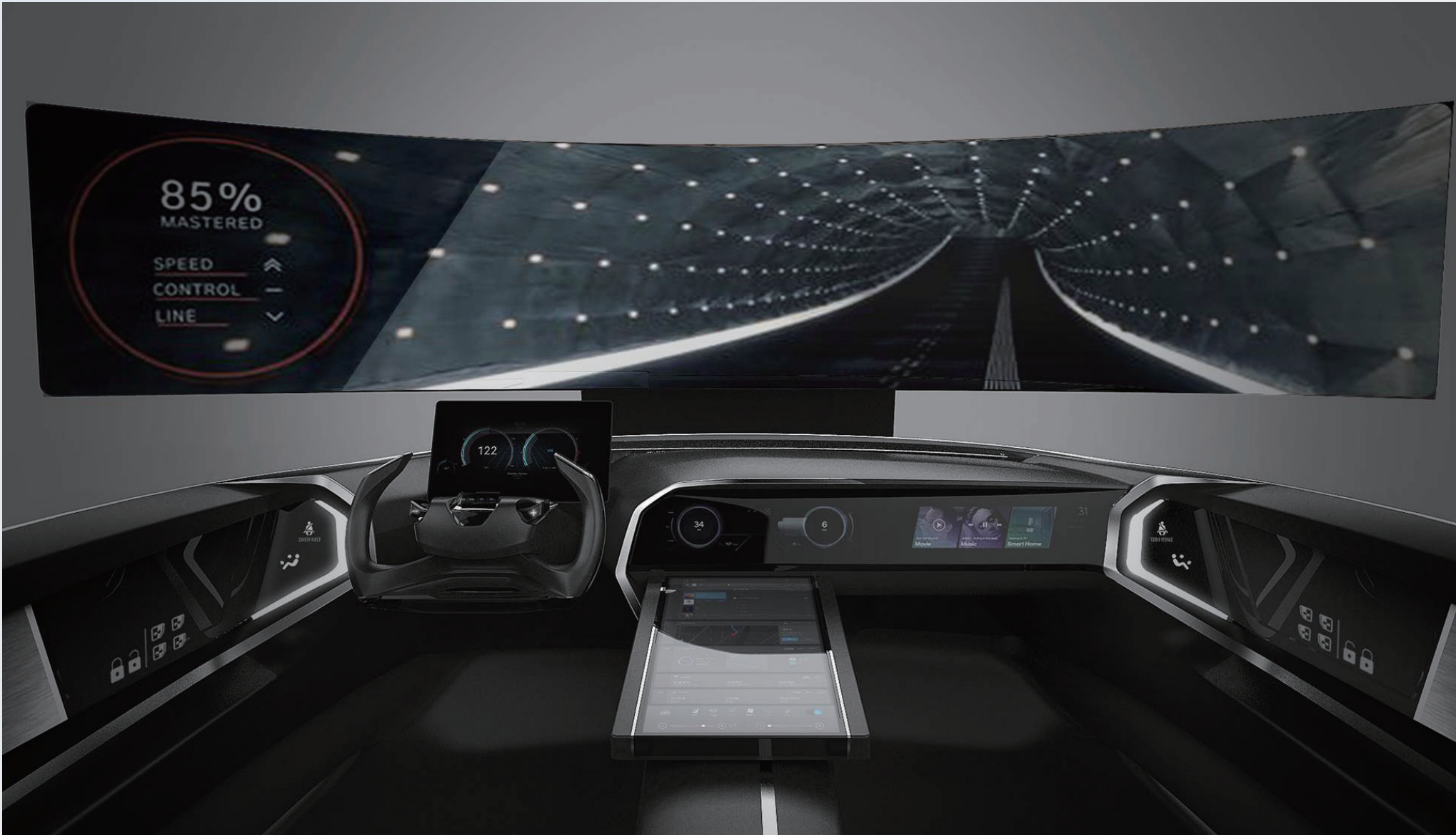
Making a car pivotal part of our life.



Connected cars: a central axis of the hyper-connected society of the future

The connected cars that are currently being developed by Hyundai Motor will function like high-performance computers on wheels, becoming a centerpiece of our lives in tomorrow's hyper-connected society. That's why we have chosen safety, convenience, cost savings, and efficiency as the four main determinants of our connected cars. With these criteria constantly in mind, we have been building a series of connected car service platforms. The development of this automotive ecosystem is so important to us that we are encouraging other companies to participate in.

We are also planning to establish innovation centers in South Korea, the United States, Israel, China, and Germany. In addition, we are seizing the initiative in the realm of connected car technology developments around the world. This includes establishing a big data center in China.





Realizing an era of 'Cars in Life' through connected mobility.



Perfecting the convergence of cars and ICT technologies

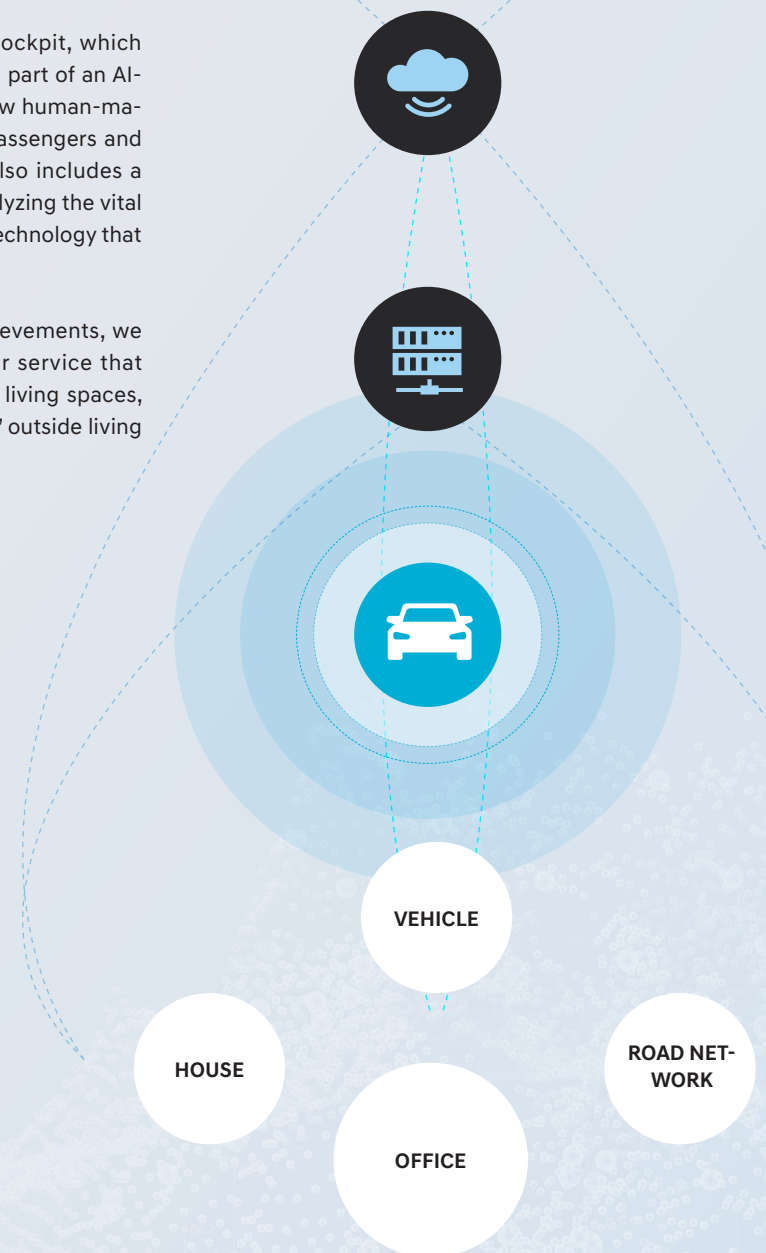
Hyundai Motor is far outstripping its competition in the development of cutting-edge ICT technologies that will result in a world of fully-connected cars. These efforts include the Connected Car Operating System (CCOS), a software platform specifically designed to operate the full range of connected car systems. An example of this is the server-type voice recognition technology that we developed in 2017 to operate our vehicles' infotainment systems.

Another example is the Intelligent Personal Cockpit, which we unveiled at the CES 2018. This technology is part of an AI-based Voice Recognition Assistant Service, a new human-machine interface (HMI) technology that allows passengers and vehicles to interact as closely as possible. It also includes a Wellness Care technology that is capable of analyzing the vital signs of a driver, and a Vehicle Personalization Technology that provides drivers with optimal driving spaces.

Enlarging our efforts from these amazing achievements, we will soon be able to introduce a Home-to-Car service that controls vehicles outside their owners' primary living spaces, and a Car-to-Home service that controls drivers' outside living spaces from within their vehicle itself.

* V2X (Vehicle to Everything)

The term V2X refers to the type of wireless communications technology that will allow drivers to exchange information with transportation infrastructures and facilities, and to communicate with drivers in other vehicles. It consists of V2V (Vehicle-to-Vehicle), V2P (Vehicle-to-Pedestrian), and V2I (Vehicle-to-Infrastructure) technologies. Hyundai Motor established a V2X facility in the city of Hwaseong in 2017 to carry out research into the development of autonomous driving systems that can be linked to these V2X infrastructures.



Freedom in Mobility.

Freedom in Mobility and the development of autonomous cars

Until now, Hyundai Motor has been focusing on the technological development of autonomous vehicles that will deliver drivers true "Freedom in Mobility".

Now we have arrived at a stage in which we can translate our research into action by carrying out test runs of our futuristic vehicles. We will also continue with our efforts to overcome the many limitations currently placed on automobiles and their drivers through future mobility.





Autonomous cars, delivering true freedom in mobility.



Freedom in Mobility through the miracle of autonomous driving

Freedom in Mobility makes driving safer and more exciting by eliminating many of the safety problems that people fear they might encounter using autonomous cars. This is being done through the development of a variety of easily-accessible, smart safety technologies that allow drivers to respond to unforeseen situations safely and immediately. They include the EV-based Autonomous IONIQ and its Advanced Driver Assistant System (ADAS) technology, which we unveiled at the Los Angeles Auto Show in 2016.

Another very memorable time when these technologies were demonstrated was as part of Hyundai Motor's celebration of the 2018 PyeongChang Winter Games. A fleet of Hyundai autonomous vehicles — all based on the company's NEXO fuel cell electric vehicle, equipped with level 4 self-driving technology as defined by SAE international standards — completed the 190-kilometer journey from Seoul to Pyeongchang. During the trek, the cars showed the excellence of the company's technologies in such ways as entering onto a highway, making safe lane changes and passing maneuvers, and going through toll gates.

There are many benefits to driving autonomous cars, and we are taking every step possible to tell people about them. They include Lane Following Assist (LFA), which is available on both highways and inter-urban roads, and Remote Smart Parking Assist (RSPA), which allows a vehicle to enter into or exit from a parking space without a driver needing to be in it. Both of these technologies are part of the NEXO next-generation FCEV that we launched this year.

IONIQ innovation- incubating project.

PROJECT IONIQ: leading the advance of Future Mobility

Hyundai Motor launched its Project IONIQ innovation-incubating program to prepare for an era of unsurpassed future mobility, in which all the restrictions and limitations that are currently placed on automobiles will be overcome.

Our efforts include carrying out research into possible and feasible mid- to long-term transportation methods and lifestyle innovation technologies, all based on an in-depth understanding of society, culture, the arts and sciences, and architecture. By adopting this type of open innovation approach, we have been able to establish cooperative and collaborative research undertakings within an industry-academic-research networking context. Starting with our "Green IONIQ" vehicle model, the project will concentrate on creating exciting new mobility functions, products, and services that will change our entire way of driving.



Hyundai Motor's Project IONIQ



The Project IONIQ Lab: researching future mobility trends

Hyundai Motor's Project IONIQ Lab is operated in partnership with the Korea Future Design Research Institute. It recently introduced a series of "2030 Future Megatrends" by selecting twelve trends that it deems likely to affect the automobile industry of the future. Based on them, it identified twelve future consumer types, and six main future topics.

We will continue conducting state-of-the-art research into consumer mobility lifestyle scenarios in smart cities, ensuring that we are always many steps ahead of the competition in terms of mobility options for future consumers and the technologies, services, and concepts that are required to meet their demands for safe yet futuristic transportation.

Four Key Directions of Project IONIQ

Freedom from Accidents and Driver Inconvenience

Tomorrow's automobiles are being developed at an amazing speed, but there are still problems being generated by them. They include traffic congestion, accidents, and such physical and emotional burdens as fatigue, road rage, and boredom. One of the main goals of Project IONIQ is to assist in the building of automobiles that can forecast changes in traffic volume, reduce the risk of accidents, and help drivers arrive at their destinations feeling cool, calm, and collected.

Freedom from Unnecessary Pollution and Energy Waste

Future mobility should not just focus on speed and convenience. Instead, tomorrow's automobiles should have eco-friendly technologies that help keep the environment clean. A major goal of Project IONIQ is to create automobiles that limit the production of pollution and energy waste.

Freedom to Connect While on the Move

Thanks to the ongoing development of networking technologies, automobiles are no longer just a means of transportation. Instead, they have evolved into homes and offices on wheels. This means that the limitations that had previously separated driving from other aspects of our daily lives are rapidly ceasing to exist.

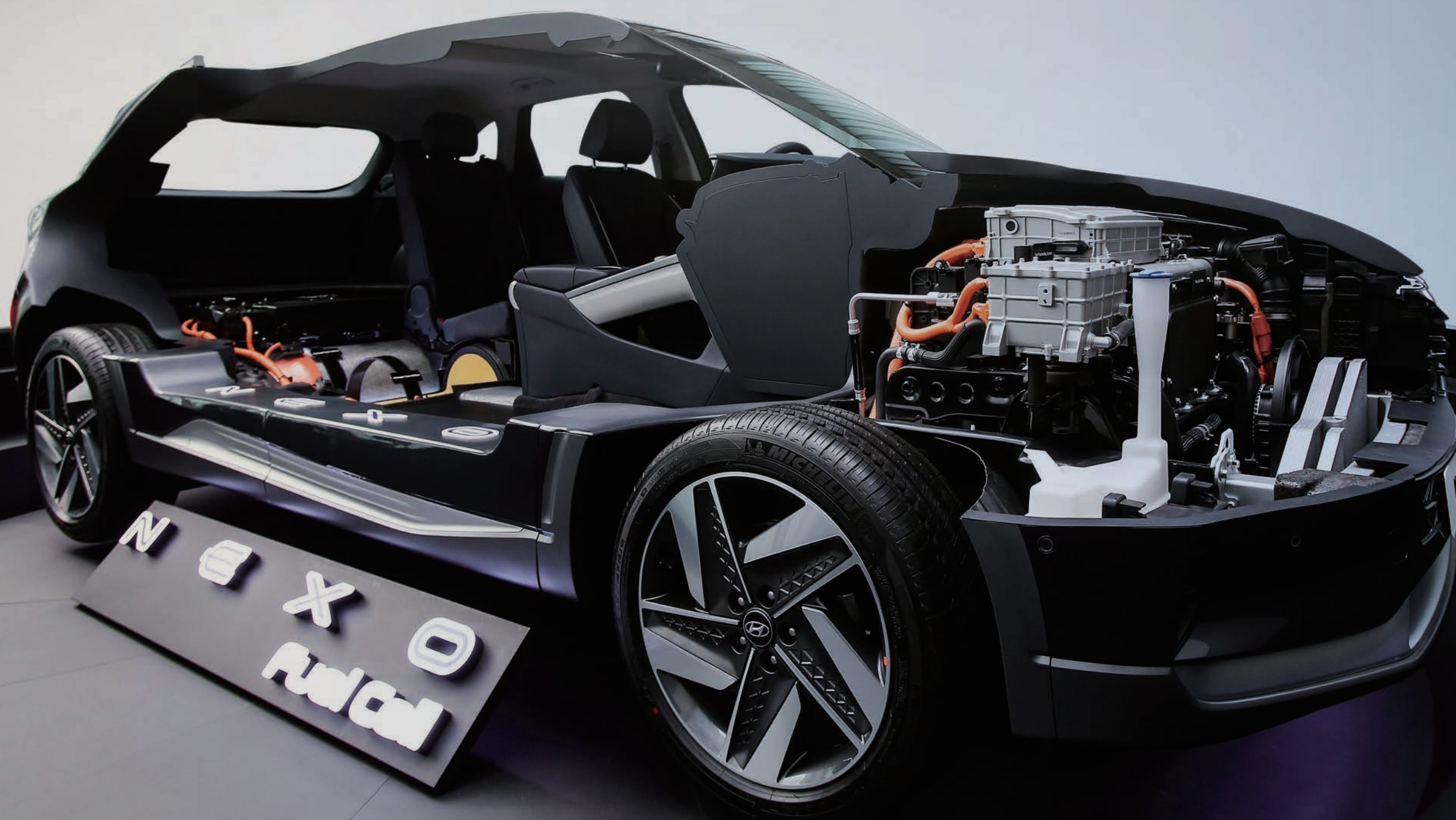
Freedom to Access Mobility with a Maximum of Convenience

The ways in which we use our cars are changing rapidly. Project IONIQ is committed to providing innovative transportation methodologies that will transcend our old kinds of thinking about automobiles and how we use them. In the future, people will enjoy true and total freedom while on the move, no matter where or when.

Clean Mobility.

Driving with clean and eco-friendly cars

Hyundai Motor's commitment to "Clean Mobility" is being advanced through the development of a suite of eco-friendly automobiles, such as hybrids, plug-ins, electric vehicles, and fuel cell EVs. It's just one way in which we demonstrate our belief in the need for environmental integrity in everything we do.



Eco-friendly car lineup

Hyundai Motor is focusing a large part of its R&D activities on the development of clean, eco-friendly vehicles. In 2013, we became the first automaker in the world to succeed in the mass production of a fuel cell electric vehicle — the Tucson Fuel Cell Electric Vehicle, or FCEV. In 2015, we unveiled the Sonata Plug-in Hybrid Electric Vehicle (PHEV). We then went on to launch our IONIQ eco-friendly model in 2016, followed by NEXO, the world's first second-generation FCEV, and the KONA Electric, a compact SUV EV, in 2018.

NEXO FCEV: the ultimate in eco-friendly cars

Hyundai Motor launched NEXO, the world's first second-generation commercialized fuel cell electric vehicle, in 2018. We like to think of it as the ultimate in eco-friendly vehicles, since it boasts zero carbon emissions. Instead, it uses electrical energy generated by hydrogen in reaction with oxygen.

NEXO has a driving range of 609km—one of the longest in the world among FCEVs—after being charged for only five minutes. It's also equipped with Hyundai Motor's Advanced Driver Assistant System (ADAS), which allows for "Level 2" autonomous driving, adding to driver convenience significantly.



Hyundai Motor's BLUE-DRIVE

BLUE-DRIVE

* BLUE-DRIVE

BLUE-DRIVE refers to an eco-friendly technology development strategy of Hyundai Motor.

It will lead to an era of environmentally conscious mobility, including heightened fuel economy and new sources of propulsion.

VISION 2025.18

BUILD MORE THAN 18
ECO-FRIENDLY MODELS



NEXO

New paradigms created through different sources of energy.

Making eco-friendly vehicles known around the world

Hyundai Motor is taking a variety of steps to make eco-friendly vehicles better-known everywhere. We started test-running a Tucson FCEV taxi in Paris, France in 2016, and launched similar pilot projects for Tucson FCEV taxis and car-sharing operations in the cities of Ulsan and Gwangju in South Korea. In 2017, we joined the Hydrogen Council, an initiative led by global carmakers and energy companies to promote the benefits of fuel cell-powered vehicles.

In 2018, we deployed more than seventy NEXO-Hyundai's next-generation FCEVs-during the PyeongChang Winter Games. This allowed us to promote our advanced automotive technologies even further by offering rides to Olympic VIPs and other people.



IONIQ: the face of future mobility

Launched in 2016, IONIQ refers to Hyundai Motor's future mobility lineup. It makes us the only automaker in the world that offers all three types of alternative-fuel cars: hybrid, electric, and plug-in hybrid.

The IONIQ team of automobiles has drawn worldwide acclaim for its best-in-class fuel economy, aerodynamic design, dynamic performance, and exceptional stability.

In 2016, the IONIQ Hybrid received a fuel efficiency rating of 58 mpg in combined city and highway driving from the U.S. Environmental Protection Agency (EPA), giving it the highest fuel efficiency rating among all US vehicles equipped with hybrid or combustion-powered engines. In addition, the IONIQ EV had the highest average of combined city and highway mileage among all EVs.

In recognition of this excellent fuel efficiency, IONIQ was named the "Best Green Car" at the 2017 BusinessCar Awards in the UK. It also received a "Green Good Design Award" in the US. In addition, the 2017 IONIQ Hybrid earned a "Top Safety Pick+," the highest rating in car crash tests, from the US Insurance Institute for Highway Safety (IIHS).





Sensuous Sportiness -
Evolvement of Our Design Identity



Advanced Innovation -
Technology.



Feel the Feeling -
High-performance N.



Touching Satisfaction -
Customer Value.

Enhancement of Mobility.

Hyundai Motor wants to make the lives of its customers safer and happier. Our futuristic car designs, exciting driving performances, leading-edge technologies, and thoughtful and attentive service combine to enhance the quality of life of everyone who buys a vehicle from us.

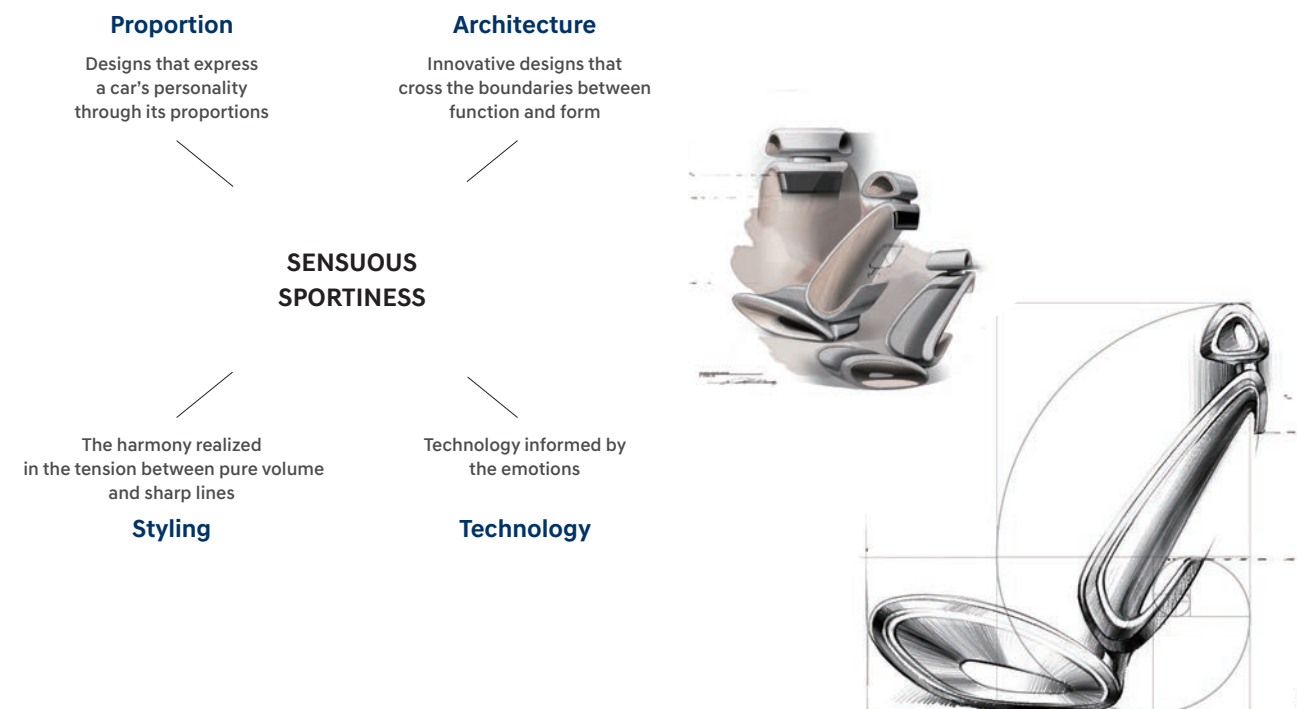
Sensuous Sportiness – Evolution of Our Design Identity

Car designs created with your feelings in mind

Hyundai Motor's innovative vehicle designs are based on a principle called "Sensuous Sportiness". By ensuring that we maximize people's emotional values in harmony with a rigorous sense of proportion, structure, styling, and technology, we produce cars that meet, and usually exceed, even the most demanding aesthetic choices of our customers.



The future of design exemplified by Sensuous Sportiness.



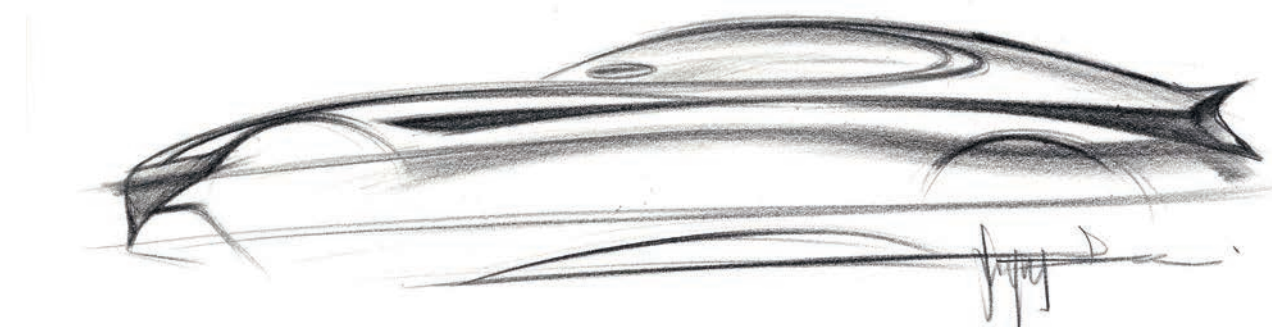
Sensuous Sportiness: Hyundai Motor's next-generation design direction

"Sensuous Sportiness" refers to Hyundai Motor's next-generation design direction. It illustrates the design tastes that we have built up over the years by developing vehicles that are both futuristic-looking and sporty. Based on the principle of blending the intrinsic and intuitive beauty of automobiles with our very specific tastes in terms of styling, proportion, architecture, and technology, it totally reflects our philosophy of design.

A prime example of this method of conceptualizing a vehicle's design is found in the Hyundai Motor "Cascading Grille," which can be interpreted as being a reflection of the pride and confidence that we take in our vehicles. The design was inspired by the flow of molten metal contained within a blast furnace when combined with the elegant lines of classical Korean pottery. The way that it narrows downward to create a sense of power and speed is especially noteworthy. We plan to apply the Cascading Grille to all our vehicles going forward, beginning with our new i30 and Grandeur IG models.

Our commitment to achieving try-leading design excellence is also demonstrated by "Le Fil Rouge", a concept car that exemplifies all the principles underlying Sensuous Sportiness. Recently unveiled at the 2018 Geneva Motor Show, the design elements exemplified within it will be reflected in all our future models, ranging from sedans to SUVs.

In order to carry out the demands of this new design direction to the maximum, we will, as always, pursue a design process that respects the originality, character, and characteristics of each of our vehicles. This will ensure that we are always offering our customers design values that include both functionality and aesthetics.



Advanced Innovation - Technology.



Using advanced technology to enhance automotive performance

Hyundai Motor is committed to developing technologies that embody the five basic performance standards underpinning every automobile: durability; safety; ride and handling; noise, vibration and harshness; and power-train and fuel efficiency. Our state-of-the-art technologies are already enhancing vehicles based on these standards, while our ongoing research into future technologies ensures the creation of automobiles that boast the world's highest levels of quality and safety.



R&D, Enhancing the Functionality of Automobiles.

Hyundai Motor's powertrains included in Ward's AutoWorld Ten Best Engines list for the eighth time

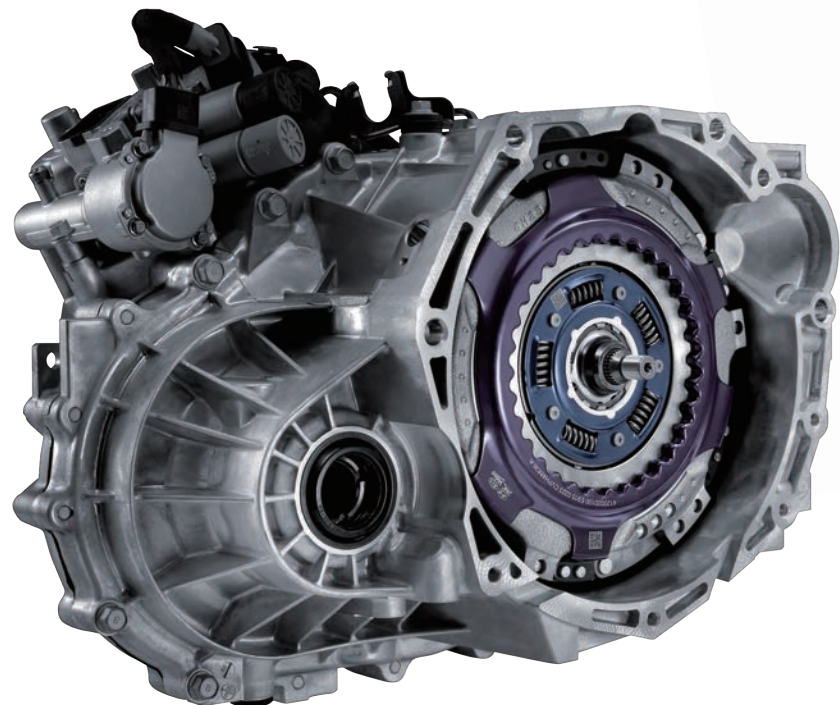
Hyundai Motor's 3.3 Lambda gasoline turbocharged engine made the 2018 Ward's Ten Best Engines list compiled by Ward's AutoWorld magazine, a world-leading, U.S.-based provider of automotive insights and analyses. Producing a maximum of 370 hp and 52 kgf-m of torque, the engine is loaded onto the Genesis EQ900, G80, and G70 models.

Hyundai Motor has now been named to Ward's list eight times. The company's winners include the Tau engine from 2009 to 2011, the Gamma GDi engine in 2012, the Fuel Cell Powertrain for the Tucson ix35 Fuel Cell in 2015, the Sonata Plug-in Powertrain in 2016, and the 1.4L Kappa T-GDI engine in 2017.

We will continue to enhance the competitiveness of our vehicles' power-trains by constantly applying new engine technologies to improve their fuel economy and power. We will also keep developing new transmissions to improve our cars' comfort levels, fuel economy, and acceleration.



Hyundai Motor's Powertrains



3.3 Lambda gasoline turbocharged engine
Models: Genesis EQ900, G80, and G70
Maximum Power Output: 370 ps
Maximum Torque: 52 kgf-m



Powertrain Development

- 1991: Alpha engine and transmission:
Hyundai Motor's first-ever in-house powertrain

1995: Beta engine (1.6L, 1.8L, 2.0L) and transmission

1997: Epsilon engine and transmission

1998: High-performance/hi-tech V6 Delta engine

1999: GDi V8 Omega engine

2004: Eco-friendly Theta engine

2005: Lambda engine

2006: Gamma and S engines

2007: Diesel F, G, and H engines

2009: - Tau engine included in Ward's Ten Best Engines
- R-engine and 6-speed transmission
- First South Korean-made engine to meet Euro-5 emissions compliance specifications
- 2010: Nu engine

2011: - Tau GDi engine and rear-wheel, 8-speed automatic transmission
- First South Korean automatic transmission to come equipped with rear-wheel-drive powertrain

2012: Gamma GDi engine included in Ward's Ten Best Engines

2015: - Fuel cell powertrain for Tucson ix35 fuel cell included in Ward's Ten Best Engines
- Proprietary 7-speed, dual-clutch transmission

2016: Sonata plug-in powertrain included in Ward's Ten Best Engines list

2017: 1.4L turbocharged DOHC 4-cylinder motor included in Ward's Ten Best Engines

2018: 3.3 Lambda gasoline turbocharged engine included in Ward's Ten Best Engines

Feel the Feeling - High-performance N.



The ultimate in driving: Hyundai Motor's high-performance N series

Hyundai Motor's high-performance N lineup, developed at its Namyang Technology Research Center, is based on technologies and experience gained in hard-driving motor sports competitions. Our N models, including the i30 N and the Veloster N, deliver outstanding performances both on the race track and on suburban streets.



Feel the Feeling.



The RM Series: Hyundai Motor's Mobile High-Performance Lab

Hyundai Motor's RM (Racing Midship) series uses high-performance technologies to constantly challenge the limitations of automobile engines and powertrains and extend the potential of the Hyundai Motor N series. The RM14 model boasted a mid-ship structure focusing on speed and acceleration, while its follow-up, the RM15, came with a high-tensile body employing aluminum space frames and carbon fiber-reinforced plastic body panels.

The RM16, released in 2016, features technologies that add to the power and performance of the series. Hyundai Motor will continue using its fleet of RM automobiles as a mobile laboratory to strengthen the development of its high-performance N brand.

The high-performance N in everyday life

Hyundai Motor is continuing to launch more of its mass-production, high-performance N models. The first one, the i30 N, was introduced in 2017. It was a hatchback, a vehicle body type traditionally preferred in Europe, boasting differentiated high-performance designs in both its interior and exterior. A year later, we unveiled the Veloster N, our second high-performance N model, targeting North American drivers. A unique 1 + 2-door coupe, it faithfully mirrors the high-performance N's exclusive design on its exterior, ensuring that its distinctive personality will stand out.

The i30 N and the Veloster N both feature state-of-the-art, high-performance technologies, such as an electronically controlled suspension, launch control, and rev matching, in addition to a 2.0 gasoline turbocharged engine. In addition, both models are equipped with the series' exclusive specifications and driving modes, guaranteeing their buyers the ultimate in driving excitement and pleasure.



Touching Satisfaction - Customer Value.



Maximizing customer satisfaction through quality and service

Hyundai Motor has always been unsparing in its efforts to ensure the highest-quality customer service possible. After selling our many dedicated customers one of our perfectly-operating vehicles, we follow up with a full menu of industry-leading services to ensure their continuing satisfaction and trust.



Unstoppable Enthusiasm and Challenge for Customer Satisfaction.

Customer-Centered Quality Management

Hyundai Motor's philosophy of high-quality quality management starts with the premise that all our customers deserve to purchase perfectly-operating vehicles. We offer a number of customer-centered quality management activities to reach this goal. They include a host of preemptive quality checks to ensure the ultimate in safety and performance from the moment that we start developing a vehicle. After that, once a vehicle has been sold, we try to prevent safety and quality issues from arising by constantly adding to our ability to detect them.

One proof of our unequalled commitment to quality management lies in the fact that we ranked third among all general automotive brands in the JD Power 2018 U.S. Vehicle Dependability Study for the second consecutive year. In addition, the Hyundai Tucson was named the year's best car in the small SUV category. We also ranked first among all forty-three non-premium brands in the JD Power 2017 Initial Quality Study in China. We had also ranked first in this study in 2015.

Customer service that goes beyond what's expected

Hyundai Motor offers its customers a wide menu of innovative services that go far beyond what our customers expect of us. They include "Preventative Service," which offers no-cost vehicle inspections and maintenance to stop problems before they appear; "At Your Home Service," which provides customers with convenient vehicle pick-ups and deliveries; and "Sunday Maintenance Service" at all our Bluehands service centers.

In 2018, we launched our "Optional Warranty Repair Program", which allows customers to choose or change their warranty period according to their driving patterns. We have also added to their convenience with a full array of world-leading smart devices. These include our Service Center Automation Service, featuring digitally systematized service stages; the Hyundai Visual Guide, a virtual reality user's manual; our Mobile-Based, Next-Generation Diagnostic System; and our Remote Diagnostic Service.

This commitment to service innovation was so highly regarded by our customers that we were ranked first in the 2017 Korea Service Quality Index survey conducted by the Korean Standards Association for the third year in a row. We were also ranked first in the Automobile After-Sales category in the Korea Service Quality Index survey for the seventh straight year.

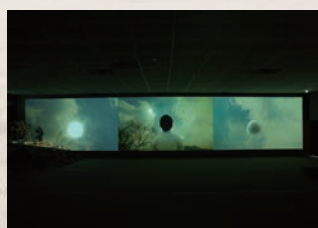




Connecting Cars and People:
Hyundai Motorsports.



Spaces for Cars and People:
Hyundai Motorstudio.



Making Art a Part of Our Lives:
Art Project.

Encounter with Mobility .

Hyundai Motor enjoys getting to know its customers. In addition to selling vehicles that perform with the excitement of sports-cars, we want to share a wide range of other experiences with them in the worlds of culture and the arts. By doing so, we make every moment of our acquaintance with them special.

Connecting Cars and People: Hyundai Motorsports.



Sharing the excitement of motor sports with the world

Hyundai Motor shares the excitement of motor sports with its customers around the world through its high-performance automobile technologies and outstanding marketing capabilities. We contribute to the growth of motor sports by sponsoring a variety of events and training programs. We also participate in the World Rally Championship, both with our own racing cars and by supplying high-performance racers to other teams.



Hyundai Motor's World Rally Team

The World Rally Championship is a globally-recognized motor sport competition in which automakers from around the world compete against each other to highlight their technologies and abilities. The very demanding event has been nicknamed “the triathlon of motor racing”, since the cars have to drive on surfaces ranging from gravel and tarmac to snow and ice. Hyundai Motor has been participating in it since 2014, showcasing the performance and durability of its cars while also contributing to the popularization of motor sports.

The Hyundai Motor world rally team has done well on the circuit so far, due in large part to the excellence of our i20 WRC race car, which was manufactured in collaboration with Hyundai Motorsport GmbH (HMSG), the Namyang Technology Research Center, and the Hyundai Motor Europe Technical Center. Our race cars that entered in the manufacturers’ standing races ranked third in 2015 and second in 2016 and 2017. So far this year, after the sixth round of the 2018 FIA WRC in Portugal, we are in first place in the season’s ratings, in both the drivers’ and the manufacturers’ standings.



WRC
WORLD RALLY
CHAMPIONSHIP



Hyundai Motor WRC



WORLD RELAY CHAMPIONSHIP

Hyundai Motor's World Rally Team Results in 2017

Manufacturers' Standing: Second
Drivers' Standing: Second

Rallies Won

France, Argentina, Poland, Australia

2018 WRC Calendar

First Round: Monte Carlo, January 25-28
Second Round: Sweden, February 15-18
Third Round: Mexico, March 8-11
Fourth Round: France, April 5-8
Fifth Round: Argentina, April 26-29
Sixth Round: Portugal, May 17-20
Seventh Round: Italy, June 7-10
Eighth Round: Finland, July 26-29
Ninth Round: Germany, August 16-19
Tenth Round: Turkey, September 13-16
Eleventh Round: Great Britain, October 4-7
Twelfth Round: Spain, October 25-28
Thirteenth Round: Australia, November 15-18

Popularizing motor sports around the world

Hyundai Motor has been strengthening its race car development capabilities since 2016 by supplying its i20 R5, a fully commercialized rally car, to racing teams around the world. In 2017, we launched the i30 N TCR, a racing car that we developed from our first high-performance N model, the i30 N.

The i30 N TCR achieved excellent results even before it made its official racing debut, winning both the “Touring Car Race International Series (TCR) in China” and the “TCR Trophy Europe” in 2017. In 2018, it will be offered for use to racing teams around the world for such competitions as the “World Touring Car Cup” and “TCR Europe's Korea Series”.

Hyundai Motor is also helping to popularize motor sports in South Korea. Our efforts include carrying out a number of motor sports events and training programs for both amateur drivers and the general public, such as the Hyundai Avante Cup, KSF Track Day, and the Hyundai Driving Academy.



Spaces for Cars and People: Hyundai Motorstudio.

HYUNDAI
MOTORSTUDIO
BEIJING



Hyundai Motorstudio

Enriching lives through a welcoming automobile culture

With venues in South Korea, Moscow, and Beijing, Hyundai Motorstudios function as an automotive brand experience center. They allow us to get closer to the lives of our customers by sharing the joy of cars, culture, and the arts.



An Experimental Space for Experiencing Automotive Culture

Hyundai Motorstudio is a brand experience space that offers new automotive experiences while introducing a new culture in customers' lives through differentiated content.

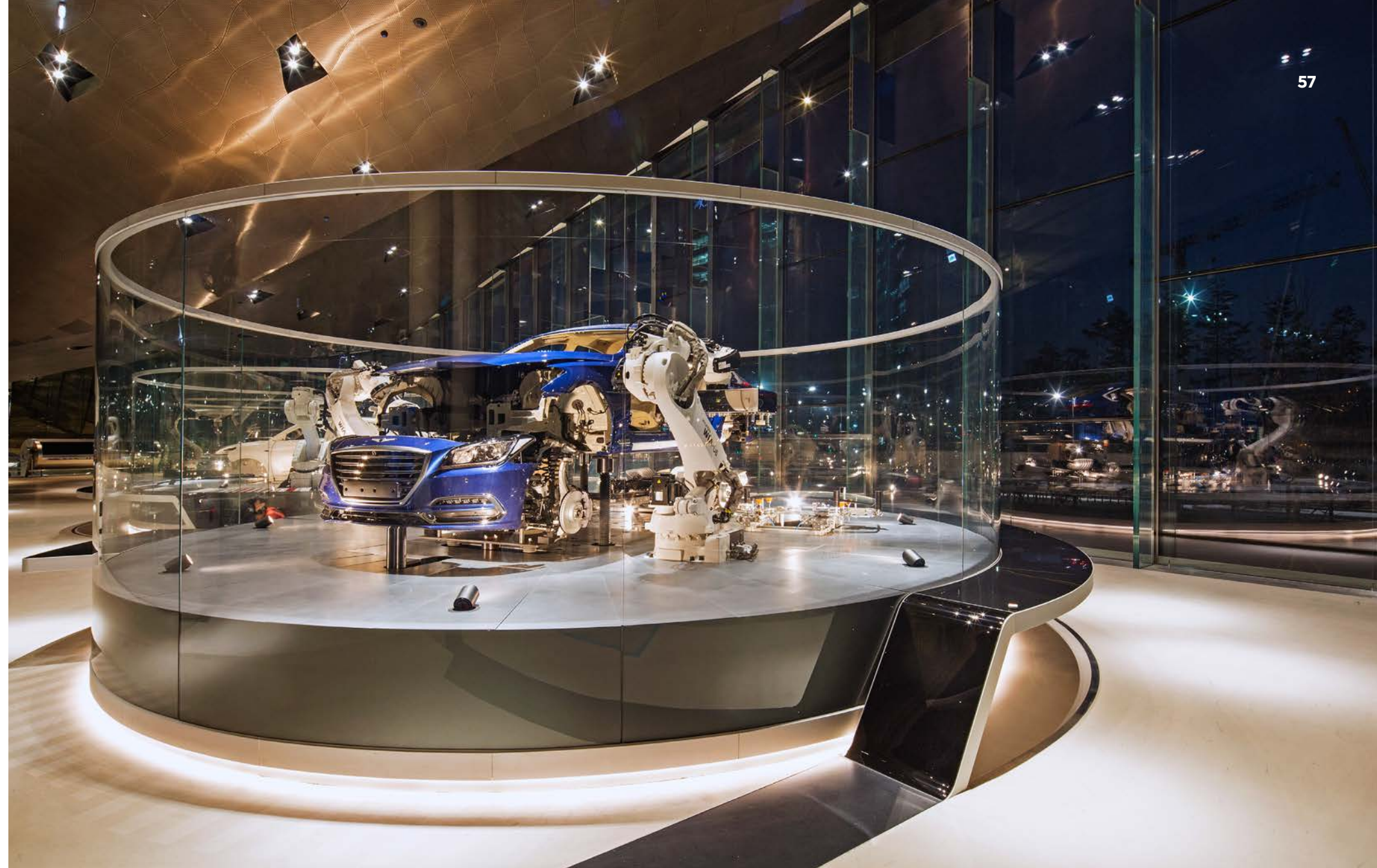
Staffed by highly-trained guides, including automotive culture experts called "gurus" and "storytellers", each Motorstudio acts as a space in which visitors can enjoy a wealth of activities and participate in a broad range of content-ranging from brand experiences to artistic and cultural exhibitions and performances, or from a library specializing in books about automobiles to seminars and lectures featuring automotive industry leaders and experts. They're also great places to enjoy gourmet foods!

Communicating through cars, culture, and the arts

The number of Hyundai Motor Motorstudios is constantly expanding. After we opened the first one in Seoul in 2014, we added Hyundai Motorstudio Moscow and Hyundai Motorstudio Digital in 2015, and Hyundai Motorstudio Hanam in 2016.

In 2017, we opened Hyundai Motorstudio Goyang and Hyundai Motorstudio Beijing. Hyundai Motorstudio Goyang is the first-ever experiential automobile theme park in South Korea, allowing visitors to interact with world-famous artists and automotive industry experts. Hyundai Motorstudio Beijing is designed to showcase the concept of "Creative Energy," helping to address social problems while communicating with customers through culture and the arts.

Hyundai Motorstudio Goyang: 217-6, Kintex-ro, Ilsanseo-gu, Goyang-si, Gyeonggi-do, Republic of Korea
 Hyundai Motorstudio Seoul: 738 Eonju-ro, Gangnam-gu, Seoul, Republic of Korea
 Hyundai Motorstudio Hanam: HANAM Starfield 1F, 750 Misa-daero, Hanam-si, Gyeonggi-do, Republic of Korea
 Hyundai Motorstudio Beijing: #E1, 798Road, 798Art Zone, Jiuxianqiao Road, Chaoyang District, Beijing, 100015 P.R. China
 Hyundai Motorstudio Moscow: Moscow, Novy Arbat street 21, building 1, Russia



Making Art a Part of Our Lives: Art Projects.

Making art an integral part of our lives

Hyundai Motor has a strong commitment to supporting artists and art communities, and has initiated partnerships with art museums and organizations both at home and abroad to offer better access to experiencing art.



Hyundai Motor Art

Hyundai Commission: SUPERFLEX – One Two Three Swing!, © Tate Photography



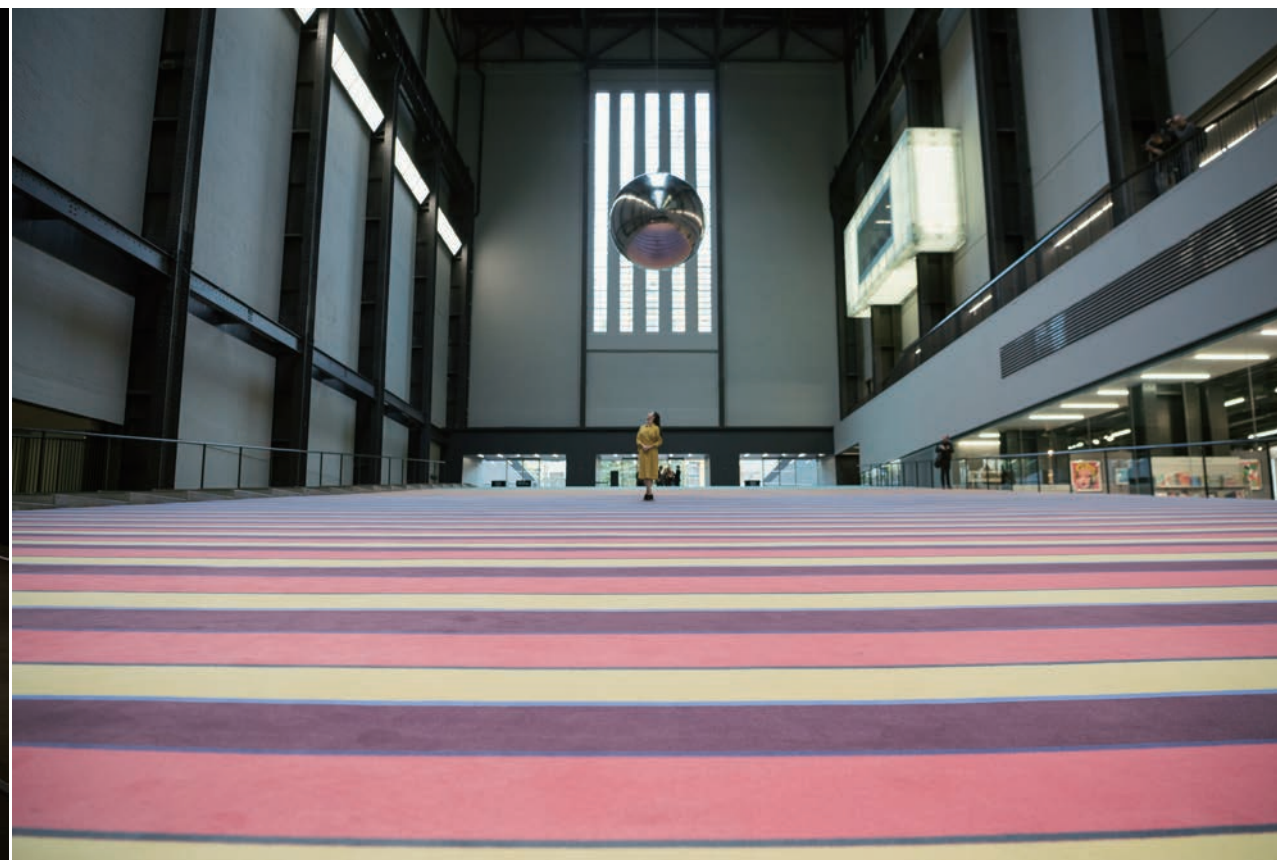
MMCA Hyundai Motor Series 2016: Kimsooja - Archive of Mind. Photo by Jeon Byung Cheol, Courtesy of National Museum of Modern and Contemporary Art, Korea (MMCA).

Exploring together in partnership

Hyundai Motor has partnered with the National Museum of Modern and Contemporary Art, Korea (MMCA), Tate Modern, and the Los Angeles County Museum of Art (LACMA) to explore new perspectives for the future through art. This includes a project with MMCA which presents opportunities for South Korean artists to show their work to its true potential. “MMCA Hyundai Motor Series 2017: IM Heung-soon - Things that Do Us Part”, by artist IM Heung-soon, the winner of the 56th Venice Biennale Silver Lion, opened in 2017 as the fourth large-scale exhibition of this project.

As a part of the 11-year partnership with Tate Modern, the “Hyundai Commission” gives an artist each year the chance to create new site-specific work for Tate Modern’s Turbine Hall. In October 2017, Danish collective SUPERFLEX unveiled “One Two Three Swing!”, the first of the commission series to extend beyond the gallery walls. Dozens of three-seated swings activated the space inviting the audience to experience collective action.

Oscar-winning film director Alejandro G. Iñárritu’s conceptual virtual reality installation “CARNE y ARENA (Virtually present, Physically invisible)” has been on view since 2017 at LACMA. This exhibition is part of “The Hyundai Project: Art + Technology at LACMA”, a joint initiative exploring the convergence of art and technology. The Academy of Motion Picture Arts and Sciences presented a Special Award Oscar to Alejandro G. Iñárritu’s virtual reality installation, in recognition of a visionary and powerful experience in storytelling.



Hyundai Commission: SUPERFLEX - One Two Three Swing!, © Tate Photography



MMCA Hyundai Motor Series 2017: IM Heung-soon - Things that Do Us Part, Belief, Faith, Love, Betrayal, Hatred, Fear, Ghost. Photo by GIM IKHYUN, Courtesy of National Museum of Modern and Contemporary Art, Korea (MMCA).



Korean Pavilion, 57th Venice Biennale. Cody Choi, Color Haze. Moving Light, Glass, Fog Machine. Dimensions variable. 2016

Bringing art into our daily lives

Beyond our partnership with global museums, Hyundai Motor has been a major sponsor for the Korean Pavilion at the Venice Biennale and the collaboration with global media group Bloomberg continues. The “Sejong Hyundai Motorgallery” is an open interaction platform as media art works unfold on the media wall of the Sejong Center for the Performing Arts in Seoul, Korea. Our Facebook page “Hyundai Meets Art” also invites audiences to examine today’s art scene. By creating meaningful experiences for all, we hope to bring art a step closer into our everyday lives.

GENESIS



A luxury brand to satisfy people’s most demanding tastes

Hyundai Motor’s Genesis brand reflects the company’s commitment to building the world’s finest cars and offering their buyers an equivalent level of products and services. Its production is the final result of our constant thinking and thoughtful exploration about new and better ways to make automobiles.



Making driving an experience you'll never forget

Thoughtfulness in Innovation

Genesis automobiles are designed for people who value consideration and thoughtfulness, coupled with bold attempts at technological innovation. Designed with the real needs of people in mind, its many innovative technologies include a smart safety system, a stress-free driving environment, and seamless connectivity between it and the outside world.

Power in performance

Genesis automobiles offer a comfortable and relaxing yet dynamic and exciting driving experience. Everything about Genesis has been designed to please and impress, from the powerful surge of its engine to the immediacy of its whisper-quiet drive-train. When all its high-performance features are combined with its high-strength platform and super-efficient rear-wheel drive layout, everything about Genesis leaves people speechless.

Athletic Elegance in Design

Genesis automobiles' distinctive designs and dynamic elegance work in tandem to strike a perfect balance between functionality and aesthetics. Boasting a distinctive crested grille that reflects a commitment to a truly unique design identity, Genesis vehicles emit a sense of simple yet refined elegance that appeals visually and emotionally.

Stress-free customer service

Drivers that own a Genesis automobile experience a level of customer care that is unequalled within the industry. It includes a full suite of benefits and perks that embody Genesis' commitment to a stress-free customer experience.





The Genesis lineup: from high-class cars to stylish sports sedans

The first Genesis model was the G90 (EQ900 in South Korea). Created in 2015, it boasted a graceful and elegant design that created new standards for luxury automobiles.

Its successor, 2016 G80, continued the Genesis record for high quality and powerful performances, along with a new and even more refined design. It was followed by the G80 Sport, a luxury sports sedan.

The G70 boasts all features expected in a luxury sports sedan, ranging from an athletic yet elegant appearance to elaborate beautiful interior spaces and cutting-edge technologies that enhance both its safety and its convenience. Its launch in 2017 featured Genesis's unique approach to reaching customers through culture, instead of the usual introduction.

Its launching event in Seoul included fashion shows and concerts by world-famous musicians, while its unveiling also took place in multiple satellite stages.



Genesis concept vehicles, showcasing the future of design and technology

Genesis has been capturing the attention of drivers since 2016 by unveiling its innovative technologies and spectacular designs at the New York International Auto Show while communicating its future vision. This includes the “New York Concept”, which was released in 2016 as a hybrid, four-door sports sedan concept car.

Another example was the “GV80 Concept”. Unveiled in 2017, it was a hydrogen fuel cell SUV sporting a stylishly reinterpreted design that incorporated eco-friendly elements into a standard-model SUV.

The “Essentia Concept”, an all-electric GT concept car, was unveiled in 2018. As the ultimate embodiment of “Athletic Elegance”, it demonstrated Genesis' vision of how future technologies maybe be applied to the construction of Genesis vehicles going forward.

2016 NEWYORK CONCEPT



2017 GV80 CONCEPT



2018 ESSENTIA CONCEPT





Genesis Studio

GENESIS SPACE

Automobile aficionados can experience the beauty and wonders of Genesis automobiles at the Genesis Studio and Genesis Gangnam.

Genesis Studio

The Genesis Studio, opened in September 2016, is a brand experience center designed to give its visitors a full-scale experience of the Genesis automobile brand direction and philosophy. Visitors can check out the full range of the Genesis lineup and concept cars.

Address:
Second Floor, Starfield Hanam, 750 Misa-daero, Hanam, Gyeonggi-do Province
Tel: 82-31-8072-8371

Genesis Gangnam

Opened in January 2018, Genesis Gangnam is an experiential, stand-alone showroom that provides visitors with a host of one-on-one, customer services. Designed to allow customers to focus on the vehicles they want to view without interruptions, it demonstrates the timeless beauty of the full range of Genesis luxury products.

Address:
410 Yeongdong-daero, Gangnam-gu, Seoul
Tel: 82-2-556-9870



Genesis Gangnam

CEO's Message
The Way of HMC
Highlights
Global Marketing
Commitment to CSR
Milestones of HMC
HMC Network
HMC Product Lineup

Lifetime Partner in Automobiles and Beyond, Hyundai Motor.

In 2018, Hyundai Motor will take another exciting leap forward. By strengthening our competitiveness in terms of technology and quality, increasing our market share, and providing a host of new services, more people around the world will be able to enjoy driving Hyundai cars. We want to be a constant partner and a caring neighbor to all of them, deepening our relationship through sports and culture and helping address problems in their communities.

“Becoming the leader of the auto industry of the future through responsible management and the concretization of future strategies”



The global economy is witnessing deepening uncertainties these days. They include a prolonged low growth trend and concerns about the growth of trade barriers in major countries. The automobile industry is also facing a wave of rapid change, due to accelerating technological innovations and intensifying competition.

In response to this landscape, Hyundai Motor will make whatever management adjustments are necessary to improve the profitability of our operations. We will also lead future innovations in the automobile industry by continuously expanding our R&D activities and investing in new technologies and businesses.

These steps will include upgrading our worldwide management system by pursuing a detailed and integrated strategy in terms of products, production, and sales in each of our major markets. This will allow us to respond proactively to the differing needs of customers around the world. We will also continue to open new markets, including the ASEAN region, where rapid economic growth is expected to occur. In addition, we will strengthen our strategic directions in relation to our future core business areas.

Another of our goals is to establish a detailed roadmap that will allow us to introduce a large number of electric vehicles by 2025. This will begin with our next-generation fuel cell electric vehicle, and will also include EVs with significantly increased mileage ranges. Our goal here is to firm up our position as a leading maker of eco-friendly vehicles at a time of their increasing popularization.

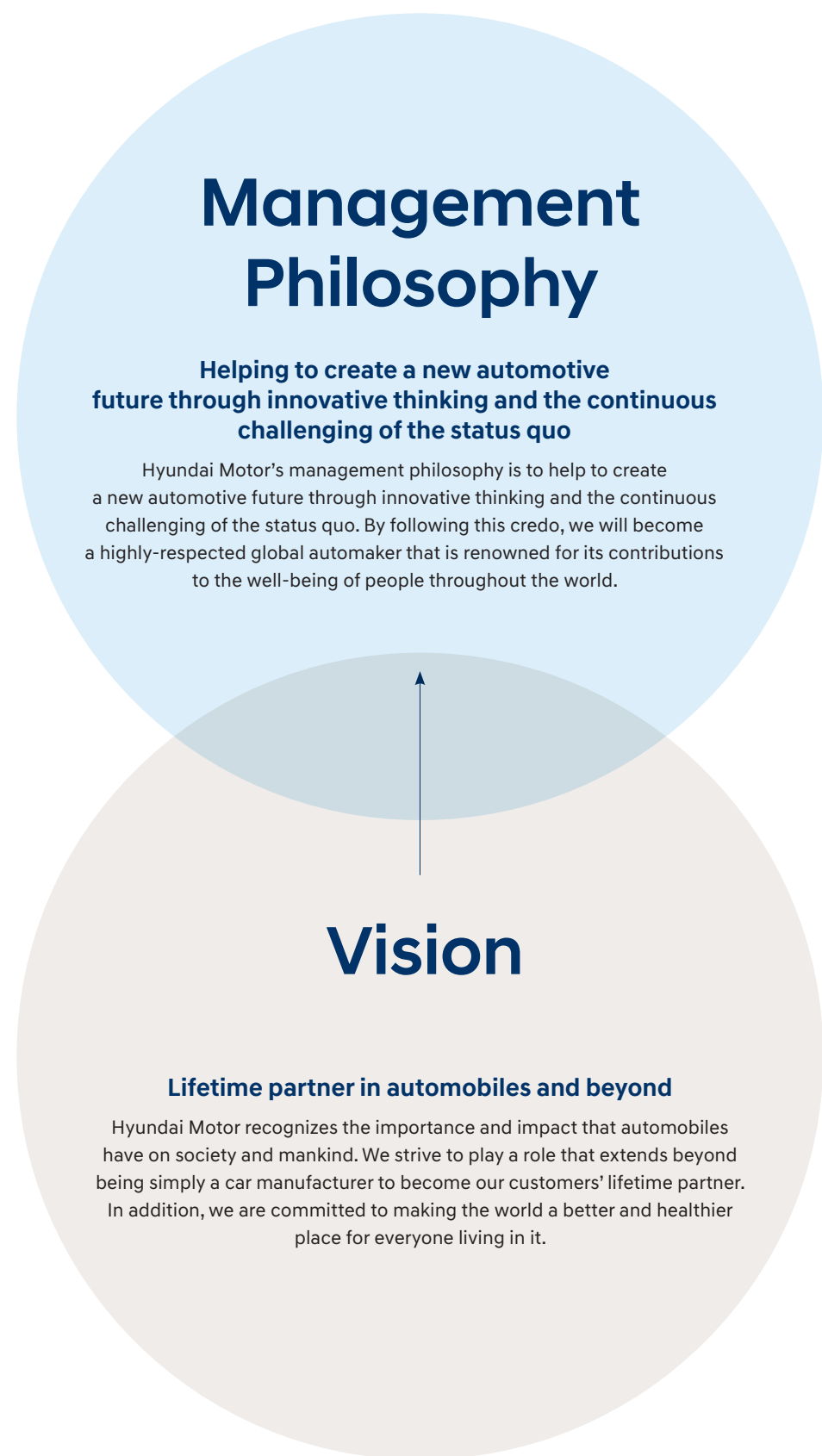
We will also continue to lead the competition in terms of major new technologies. This will include increasing our R&D activities in terms of smart cars, especially in such areas as autonomous driving and connectivity. Another of our strategies will be to engage in the commercialization of these and related technologies, establishing partnerships with world-leading ICT players.

In addition, we will explore the possibility of entering new businesses in areas of future innovation, setting up open innovation centers in our key global bases and promoting investments in and open collaboration with promising startups. We will also make positive adjustments to our profitability-based decision-making system to enhance our future growth, ensuring that we are able to cope with an uncertain business environment quickly and flexibly.

Another of our main priorities will be to continue fulfilling our corporate social responsibilities, creating a happier world for everyone. Some of the ways that we will do this include increasing our number of global CSR activity areas, and taking the lead in establishing mutually beneficial relationships with our partner companies.

I look forward to your continuing interest and support.
Thank you.

Chung Mong-Koo
CEO and Chairman



Hyundai Motor's corporate philosophy comprises its core values, its vision, and its management philosophy. It is shared by all the company's employees.

5 Core Values

Hyundai Motor's five core values serve as guidelines toward a better future for the company and the world as a whole.



CUSTOMERS

We promote a customer-driven corporate culture, providing the people who buy our products with the ultimate in quality and service.



CHALLENGE

We will embrace the challenges of new ways of thinking and doing things, achieving our goals with unwavering passion and innovative thinking.



COLLABORATION

We create synergies through open communications and the establishment of mutually beneficial relationships, both within the company and in tandem with our business partners.



PEOPLE

The present and future success of our organization lies in the hearts and the minds of our employees. We are committed to helping every one of them to develop their potential to the fullest possible degree.



GLOBALITY

We respect and welcome the far-ranging diversity of cultures and customs throughout the world.

Constantly Increasing
Brand Value

35th

Hyundai Motor's USD 13.2 billion brand value was rated thirty-fifth best in the world out of one hundred businesses surveyed by Interbrand's Best Global Brands 2017. It was the thirteenth straight year that the company has made the list.

Sales reached
4.51 million in 2017

4.51 million units

Hyundai Motor sold 4.51 million vehicles in 2017. This included 688,939 vehicles purchased in South Korea and 3,817,336 overseas. Our Elantra model sold 669,663 units, making it the leading South Korean car model.



Placed First in JD Power United States
Quality Survey

NO.1

Hyundai Motor ranked third in the non-premium segment in the JD Power U.S. Vehicle Dependability Study (VDS) in 2017 and 2018. In addition, Genesis ranked first in the premium segment in the 2017 JD Power U.S. Initial Quality Study (IQS). Our IONIQ eco-friendly car received the highest fuel efficiency rating from the U.S. Environmental Protection Agency. In recognition of its excellent fuel efficiency, it was named "Best Green Car" at the UK's BusinessCar Awards 2017.

Winning prizes and awards
around the world

BEST

Three Hyundai Motor car models, the Genesis G80 Sports, Sonata New Rise, and GV80 Concept Car, were all winners in the transportation design category at the 2017 Good Design Awards in the United States. In addition, the Hyundai Verna was judged the Indian Car of The Year (ICOTY) for 2018. This honor was also awarded to the company's Grand i10 in 2008 and 2014, its Elite i20 in 2015, and its Creta in 2016, making Hyundai Motor the most-chosen brand ever at the ICOTY.

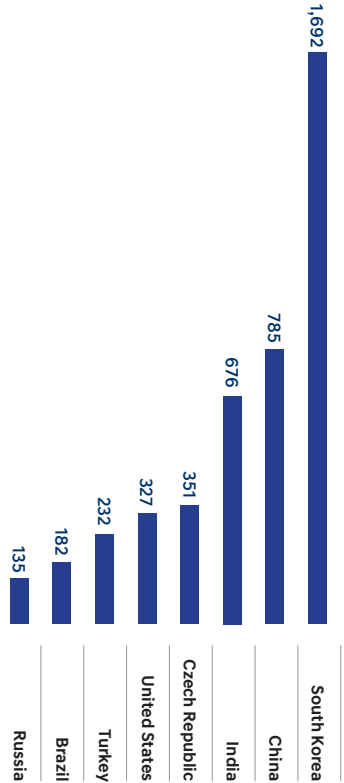
Global sales

4,506
(In thousands of units)



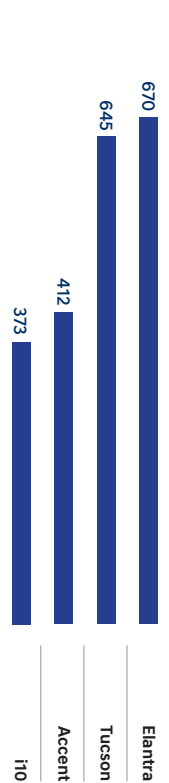
Sales by plant in 2017

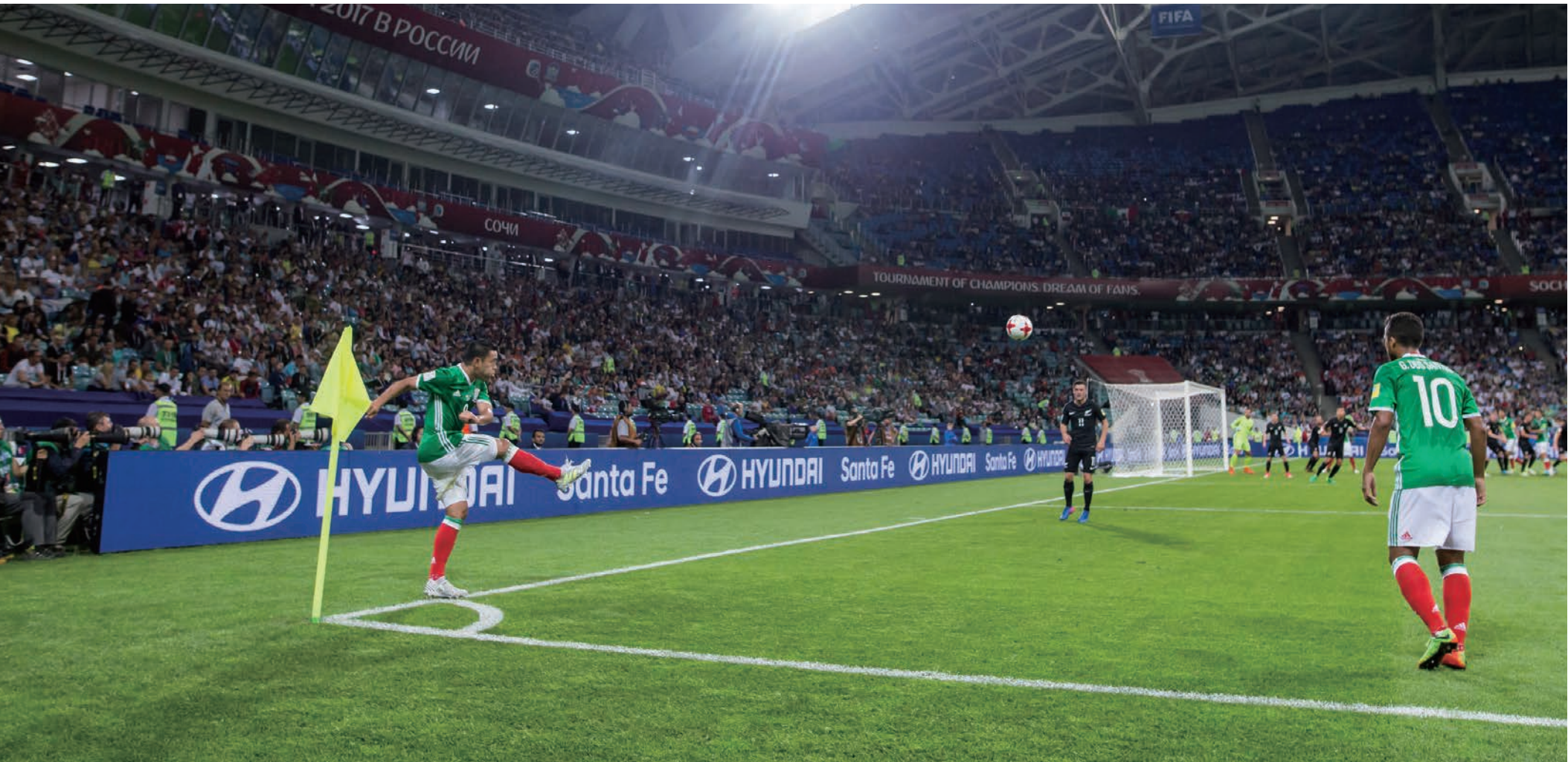
(In thousands of units)



Top four models worldwide in 2017

(In thousands of units)





Sponsoring Major Soccer Competitions

Hyundai Motor has been the official sponsor of many international soccer competitions, including the World Cup. We became an official FIFA sponsor in 1999, and have participated in a number of its competitions ever since, including the 2002, 2006, 2010, and 2014 World Cups in Korea/Japan, Germany, South Africa, and Brazil. We have also supported other FIFA events, such as the Euro FIFA Confederation Cup, the FIFA Women's World Cup, and the FIFA U-20 World Cup.

In 2017, we carried out a number of digital events for soccer fans, targeting eight participating nations at the FIFA Confederations Cup Russia. We will raise our brand value even further there in 2018 through a variety of programs. They will include TV commercials and digital marketing events, providing official vehicles for the events, renting billboards, and operating a PR booth inside the stadium. In addition, we will offer soccer fans around the world an opportunity to see the games in person by winning slogan-writing and test-driving contests.



Hyundai Motor sponsors a myriad of sports and sporting events, including golf, soccer, American football, and archery. We also showcase our vehicles at a number of international automobile exhibitions.

Other Sports Sponsorships

Hyundai Motor also sponsors a wide range of other sports, including golf, archery, and American-type football. This includes acting as an official sponsor of the PGA Championship since 2011 and the National Football League since 2015. We also sponsored the PGA Genesis Open in Los Angeles in 2017.

In addition, we signed a three-year sponsorship deal with the World Archery Federation in 2016, and supported a number of archery-related competitions the next year. They included the Hyundai World Archery Championships and the Hyundai Archery World Cup. We are planning to sponsor the Hyundai World Archery Championships again in 2018, while also carrying out various marketing programs.

Attendance at Motor Shows in 2017

Detroit Motor Show	Showcased marketability and eco-friendly technologies, with a focus on our IONIQ models
Geneva Motor Show	World premiere of NEXO FCEV and new-generation i30 Wagon
New York Auto Show	North American premiere of Sonata New Rise
Guangzhou Motor Show	Chinese premiere of Kona Encino; introduction of iX35 Compact SUV, and full lineup of Sonatas
Frankfurt Motor Show	World premiere of Kona, i30 Fastback, and i30 N



Hyundai Motor is committed to fulfilling its corporate social responsibilities as a truly global citizen. This dedication to a happier and healthier world is embodied in six “Move” campaign activities.

250,000

Robocar Poli Traffic Safety Campaign

Hyundai Motor has been providing traffic safety training programs to approximately 250,000 children through a global traffic safety project since 2013.

9,000

Supporting Environmental Restoration Activities in China

The Hyundai Green Zone Project is helping to restore an area of ninety million square meters in China's Inner Mongolia region that has been damaged by desertification.

4,200

Zero School Traffic Accident Campaign

We support the operation of 4,200 km of safe school zones every day.

672,000

IONIQ LONGEST RUN Campaign

46,000 participants ran a total of 672,000 km in an online and offline running campaign to help save the environment.

1,500

Looking for Three-Leafed Clovers Children's Campaign

Hyundai Motor has assisted 1,500 adolescents who are family members of victims of traffic accidents over the past thirteen years.

10,000

“Happy Move” Global Youth Volunteer Corps Members

Ten thousand members of our “Happy Move” Global Youth Volunteer Corps have participated in volunteer services in twenty-one countries around the world over the past ten years.



* Hyundai Motor's CSR Slogan

Moving the world Together

Hyundai Motor's CSR slogan is “Moving the World Together”. The word “moving” represents our desire for continual change and development, while “world” means people everywhere and “together” represents the harmony of a shared vision.



Promoting Traffic Safety

Hyundai Motor's SAFE MOVE campaign promotes traffic safety, especially among children and people with mobility issues. It includes our Robocar Poli Traffic Safety Campaign, an international program that helps make dealing with traffic easier for children and the disabled. It includes traffic safety classes and a Children's Traffic Park, which involve visits to kindergartens and child-care centers across the country.

We established a Hyundai Poly Traffic Safety Playground in our office building in Ilsan and Hyundai Roboca Poli Kids Zones in our branches in Beijing and Changzhou, China in 2017. We carried out an H-Restore Campaign the same year, helping to fix older vehicles for customers who would have had difficulty paying for the work by themselves. In addition, we have been participating in a Taxi Driver Health Improvement Project since 2016.

We also operate a Zero School Traffic Accident Campaign. It helps protect children from traffic accidents by equipping school buses with safety devices and technologies. In addition, we offer a wide range of traffic safety material on our Kids' Hyundai website. We are also working with South Korea's Ministry of Public Safety and Security and the Citizen's Coalition for Safety to host a series of Children's Safety-First Fairs, at which children can access information on such topics as traffic safety, fires, natural disasters, and home safety.

● **GREEN MOVE****Helping to Keep the Planet Healthy**

Hyundai Motor supports a wide range of programs to help protect the environment and cope with climate change. This includes participating in mangrove forest development and wetland cleanup campaign being carried out by Chinese college students since 2017. Its goal is to help restore marine ecosystems on Hainan Island, in the far south of the country.

In 2008, we launched the Hyundai Green Zone ecological restoration project in China, with a goal of transforming fifty million square meters of Inner Mongolia's Kunshantag Desert into arable land. The second phase of the project aims to create forty million square meters of grassland in Zhenglan Qi. In recognition of these efforts, we placed first in the 2017 Corporate Social Responsibility (CSR) Index operated by the Chinese Academy of Social Sciences.

We also continued the IONIQ LONGEST RUN campaign in 2017. Participants in it accumulate points according to the distance they have run, and then donate them back. Thanks to their help, we are now developing an IONIQ Forest at a landfill site in Incheon. We had planted 7,250 trees there as of the end of 2017, with a goal of 30,000 by 2021.

● **EASY MOVE****Helping People with Disabilities**

Hyundai Motor assists people with disabilities in a number of ways. They include making improvements to facilities and structures and helping to build playgrounds for disabled children. We also established a social enterprise called Easy Move Inc., which manufactures supportive and rehabilitation products for the mobility impaired.

In 2015, we opened a Chaka Chaka Playground at the Seoul Grand Park, where visually handicapped children can experience what it's like to drive a car using Hyundai Motor self-driving technologies. We also operate a Happy Dream Car program that provides vehicles to social assistance facilities.

GREEN MOVE
Hyundai Green Zone

● **HAPPY MOVE****Sharing Hope with People in Need**

Hyundai Motor has helped its employees organize 131 volunteer groups that work in partnership with 168 South Korean social assistance centers. Approximately 10,000 employees of Hyundai Motor participated in these activities in 2017. Much of their assistance was directed at people in need.

We also formed supportive relationships with fifty-seven farming villages. This included helping them reduce labor shortages during the busy growing and harvesting seasons in the spring and the fall. We also operate an H-Weekend Family Voluntary Service made up of Hyundai Motor employees and their family members, as well as an H-Self Sharing Planner program that covers part of the costs that our employees incur while engaging in volunteer activities.

Another project that we are proud to assist is the Happy Move Global Youth Volunteer Corps. Inaugurated in 2008, the Corps sends members to a number of countries, including China, India, and Vietnam, to engage in volunteer services in such areas as community betterment, healthcare, the environment, and education. Approximately 10,000 volunteers have visited twenty-one countries during the last ten years.



EASY MOVE
Vehicles for the disabled

DREAM MOVE
H-Social Creator Program



SAFE MOVE
Robocar Poli Traffic Safety Campaign

HAPPY MOVE
Volunteer Services in Education in Sri Lanka by Happy Move Global Youth Volunteer Corps



NEXT MOVE
Hyundai KOICA Dream Center

● **DREAM MOVE****Helping Young People Prepare for the Future**

Hyundai Motor's DREAM MOVE campaign supports the hopes and dreams of young people in such ways as career planning and supporting the work of young social innovators. Our main program, called Looking for Three-Leafed Clovers, provides children who have lost their parents to traffic accidents with opportunities to further their career interests through one-on-one mentoring sessions with university students and Hyundai Motor employees. Approximately 1,500 children have benefited from the program over the past thirteen years. In its 2017 version, we provided them with a number of career exploration opportunities, including lectures by professional mentors, mentoring camps, and employment training.

We also operate the H-Social Creator program, in which college students come up with creative ways of resolving social issues and then put them into practice. In 2017, the program was operated in linkage with our H-Ombudsman customer suggestion program and included visits to overseas production facilities. Some of the other activities that the students accessed included talk concerts and classes on design thinking and employee mentoring.

In addition, we held a Brilliant Kids Motor Show, in which children created imaginary cars and then built half- to quarter-sized models of them. We also hosted a Future Car School targeting junior high school students, with a particular focus on the hands-on experience of the automobile industry and future automotive technologies. In recognition of these various efforts, Hyundai Motor received the Vice-Premier/Education Minister Award for the second consecutive year in the Free-Semester Best Practice presentation and awards ceremony.

● **NEXT MOVE****Helping to Create Better Tomorrows**

Hyundai Motor's NEXT MOVE campaign enhances the company's corporate and social values by utilizing its technologies, services, and infrastructures. It includes working with the Korea International Cooperation Agency and Plan International to establish Hyundai-KOICA Dream Centers in Ghana, Indonesia, Cambodia, and Vietnam. Their goal is to train young people there to work in the field of automobile maintenance and repairs and help them find jobs. Our fifth Dream Center opened in the Philippines in 2018. It will offer training to over ninety young people every year. Students who complete the program with high marks will be helped to find jobs at local Hyundai Motor dealerships.

We have also sponsored the Korea Archery Association every year since 1985, using technologies developed at our research centers to help improve the performance levels of our athletes. This assistance helped South Korean archers win medals in all the events at the 2016 Summer Olympics in Rio de Janeiro, Brazil.

Milestones of HMC



1967-1989

- 1967**
 - + Established Hyundai Motor Company
- 1968**
 - + Completed construction of Ulsan assembly plant
 - + Began mass production of Cortina model
- 1976**
 - + Launched Hyundai Pony, South Korea's first-ever passenger car
 - + First exports of Pony shipped to Ecuador
- 1983**
 - + Established Canadian subsidiary, HMC
- 1985**
 - + Launched Excel model
 - + Established U.S. subsidiary, HMA
 - + Launched first-generation Sonata model
- 1986**
 - + Began exporting Excels to the U.S.
 - + Launched Azera (Grandeur) luxury car model
- 1987**
 - + Excel named best-selling imported compact car in the U.S. for third consecutive year
- 1988**
 - + Began exporting Sonata midsize luxury sedan
- 1989**
 - + Overseas exports of Excel passed one million units

- 1990**
 - + Launched Elantra and Scoupe models
- 1991**
 - + Developed Alpha engine, first-ever motor created in South Korea
 - + Launched Galloper model
 - + Developed Sonata EV
- 1992**
 - + Developed HCD-1, South Korea's first concept car
 - + Total production passed five million units
- 1993**
 - + Launched Sonata II model
- 1994**
 - + Launched Accent (Verna) model
 - + Annual production passed one million units
- 1995**
 - + Launched Elantra model
 - + Completed construction of Jeonju Commercial Vehicle Manufacturing Plant
 - + Established Hyundai Motor Europe Technical Center GmbH (HMETC)
- 1996**
 - + Completed construction of Namyang Technology Research Center
 - + Total production passed ten million units
- 1997**
 - + Developed Epsilon engine
 - + Completed construction of plants in Turkey and Asan
- 1998**
 - + Developed world-class, high performance V6 Delta engine
 - + Launched Azera (Grandeur) XG and EF Sonata models
 - + Completed construction of plant in India
 - + Acquired Kia Motors
- 1999**
 - + Launched Centennial (Equus) model
 - + Developed South Korea's first automotive fuel cell battery

1990-1999

Hyundai Motor has been a recognized leader in the development of South Korea's and the world's automobile industry since its establishment in 1967. We will continue to blaze new, exciting, and innovative trails for the future of mobility.

- 2000**
 - + Launched Santa Fe and new Elantra models
 - + Developed South Korea's first passenger-vehicle diesel engine and large-sized commercial engine
 - + Launched four mid-sized and large bus models
- 2001**
 - + Production of Beta engine passed one million units
 - + Unveiled Santa Fe fuel cell electric vehicle
 - + Established Hyundai Motor Europe Design Center
- 2002**
 - + Total production at Asan Plant passed one million units
 - + Sponsored 2002 FIFA World Cup Korea/Japan
 - + Began production of Sonata in China
- 2003**
 - + Completed construction of California Design & Technical Center
 - + Production of Elantra passed two million units
 - + Announced commitment to global environmental management program
 - + Completed construction of HMETC
 - + Completed construction of Namyang Design Center
 - + Annual exports passed one million units
- 2004**
 - + Launched Tucson compact SUV model
 - + Production of Delta engine passed one million units
 - + Sonata ranked first in JD Power Initial Quality Study (IQS)
 - + Total exports passed ten million units
 - + Developed Theta and Lambda engines
- 2005**
 - + Built U.S. proving ground
 - + Exports to Africa and the Middle East passed one million units
 - + Completed construction of Alabama plant
 - + Developed clean Mu V6 engine
 - + Named to Interbrand list of Best Global Brands
 - + Completed construction of Environmental Technology Research Center
 - + Completed construction of Hyundai America Technical Center (HATCI)
 - + Completed construction of Vehicle Recycling Center



- 2006**
 - + Developed Gamma engine
 - + Ranked first in non-premium segment in JD Power IQS
 - + Launched new Elantra model
 - + Exports to South America passed one million units
 - + Developed V6 diesel S engine
- 2007**
 - + Launched i30 model for Europe
 - + Total sales in the U.S. passed five million units
 - + Unveiled i-Blue third-generation fuel cell concept car
 - + Developed F, G, and H diesel engines for commercial vehicles
 - + Launched i10 next-generation compact car
- 2008**
 - + Launched Genesis premium sedan model
 - + Completed construction of second plant in India
 - + Completed construction of second plant in Beijing
 - + Sales of Elantra passed five million units
 - + Developed R next-generation clean diesel engine
 - + Launched BLUE-DRIVE brand for green models
 - + Tau engine included in Ward's 10 Best Engines
- 2009**
 - + Genesis named North American Car of the Year
 - + Total exports to Africa passed one million units
 - + Completed construction of plant in Czechoslovakia
 - + Completed construction of Hyundai Motor India Engineering Pvt. Ltd.
 - + Developed Theta GDi next-generation high-performance engine
 - + Sales of Santa Fe passed two million units
- 2010**
 - + Total sales of Sonata passed five million units
 - + Total sales by HMI passed three million units
 - + Completed construction of plant in Russia
 - + Unveiled independently-developed Nu-Tau GDi engine
 - + Annual sales in U.S. passed 500,000 units
 - + Developed ix35 Fuel Cell (Tucson Fuel Cell)

2000-2006-2010



2011

- + Introduced Blue Link at 2011 CES in U.S.
- + Announced new brand direction and slogan: New Thinking. New Possibilities
- + Launched fifth-generation Azera (Grandeur) and Veloster models
- + Launched Sonata Hybrid model
- + Launched i40 wagon model
- + Total exports to Central and South America passed two million units
- + Gamma engine included in Ward's 10 Best Engines

2012

- + Elantra named North American Car of the Year
- + Launched New Santa Fe, i40 Saloon, and Veloster Turbo models
- + Completed construction of plant in Brazil
- + Supplied ix35 Fuel Cell (Tucson Fuel Cell) to Europe
- + Unveiled IONIQ electric concept car
- + Azera (Grandeur), Elantra, and Santa Fe received ALG Residual Value Award
- + Azera (Grandeur), Santa Fe, Veloster received GOOD DESIGN™ AWARD

2013

- + Began world's first-ever mass production of ix35 Fuel Cell (Tucson Fuel Cell)
- + Launched Hyundai Motorsport
- + Unveiled new i10 model
- + Selected as one of top fifty Global Brands
- + Total sales of Sonata in South Korea passed three million units
- + Unveiled electronically controlled AWD HTRAC
- + Total production by HMI passed five million units
- + Launched new-generation Genesis model
- + Launched World Rally Championship Team
- + Annual sales in China by Beijing Hyundai passed one million units

2014-2015

2014

- + Unveiled HED-9 Intrado at Geneva International Motor Show
- + Launched new Sonata model
- + Opened Hyundai Motorstudio Seoul
- + Sponsored 2014 FIFA World Cup Brazil
- + Total production by HAOS passed one million units
- + Participated in WRC with i20, placing first in German Rally
- + Total global sales of Elantra passed ten million units
- + Launched Aslan model
- + Launched new Sonata Hybrid model
- + Hyundai FCEV engine included in Ward's 10 Best Engines

2015

- + Unveiled Sonata Plug-in Hybrid model
- + Opened Hyundai Motorstudio Moscow
- + Launched all-new Tucson model
- + Launched all-new Mighty mid-duty truck model
- + Total production by HMI passed six million units
- + Launched new Elantra model
- + Unveiled High-Performance N at Frankfurt Motor Show
- + Total US sales passed ten million units
- + Total production in Russia passed one million units
- + Launched Genesis global luxury brand
- + Hyundai Sonata Plug-in Hybrid included in Ward's 10 Best Engines
- + Launched Genesis EQ900 model

2011-2013



2016-2018

2016

- + Launched IONIQ eco-friendly hybrid car model
- + Introduced Project IONIQ future mobility innovation program
- + Announced connected car development strategy
- + Began sales of Genesis G80 model
- + Opened Hyundai Motorstudio Hanam
- + Ranked thirty-fifth in Interbrand ranking of global brands
- + Completed construction of plant in Cangzhou, China
- + Launched Genesis G80 sports model
- + Signed agreement for construction of big data center in Guizhou Province, China
- + Total exports over forty-year period reached 23,630,000
- + 1.4L turbocharged DOHC 4-cylinder motor included in Ward's 10 Best Engines
- + IONIQ EV car model underwent daytime and night-time test driving trials in Las Vegas

2017

- + Announced three directions for future mobility at CES 2017
- + Formed alliance for development of fuel cell cars with twelve global players
- + Launched IONIQ Plug-in model
- + Unveiled Fuel Cell Electric Vehicle Concept
- + Launched Sonata New Rise model
- + Launched new Grandeur Hybrid model
- + Unveiled Genesis GV80 concept model
- + i30 N competed in ADAC Zurich twenty-four-hour race
- + Collaborated with Baidu, largest Internet service provider in China
- + Launched Sonata New Rise Plug-In Hybrid model
- + Developed server-type voice recognition technology
- + Began production at plant in China
- + Unveiled next-generation FCEV model
- + Unveiled i30 N, first high-performance N model
- + Launched Genesis G70 model
- + Opened Hyundai Motorstudio Beijing
- + Established Hyundai Cradle Open Innovation Center in Silicon Valley
- + 3.3 Lambda T-Gdi included in Ward's Ten Best Engines

2018

- + Unveiled four key technologies and specifications for in-vehicle network with Cisco
- + Unveiled NEXO next-generation FCEV model at 2018 CES
- + Unveiled new Veloster and Veloster N model
- + Succeeded in autonomous driving tests on 190 km Seoul-Pyeongchang Highway
- + NEXO FCEV model performed world's longest drive among FCEVs
- + Launched new Veloster model
- + Launched fourth-generation Santa Fe model
- + Announced Sensuous Sportiness next-generation design direction
- + Unveiled Le Fil Rouge concept car, HDC-1 model
- + Unveiled Kona Electric, world's first compact SUV EV model



HMC Network



Hyundai Motor owns manufacturing plants, R&D centers, and design centers in a number of overseas markets. We also have more than 6,200 dealerships in over two hundred countries around the world. All of them are dedicated to supporting our customers throughout their driving lives.





Passenger Cars



AZERA (GRANDEUR)



i30



HB20



SONATA



i30 N



HB20X



i40



iX20



HB20S



i40 SEDAN



i20



GRAND i10 4DR (XCENT)



ELANTRA (AVANTE)



i20 COUPE



GRAND i10



ELANTRA SPORT



i20 ACTIVE



i10



VELOSTER



ELITE i20



EON

SUVs



GRAND SANTA FE



SANTA FE



TUCSON



CRETA



KONA

Eco-friendly Cars



SONATA HYBRID



SONATA PLUG-IN



IONIQ HYBRID



IONIQ ELECTRIC



IONIQ PLUG-IN



NEXO



KONA ELECTRIC

MPV / BUS / TRUCK



H-1 (GRAND STAREX)



H350



COUNTY



UNIVERSE



UNICITY



NEW SUPER AERO CITY



AEROTOWN



ELEC CITY



XCIENT DUMP



XCIENT CARGO



XCIENT TRACTOR



XCIENT MIXER



HD170~1000 (HEAVY DUTY TRUCK)



HD120/210 (MEDIUM DUTY TRUCK)



HD35/45/65/72/78 (LIGHT DUTY TRUCK)



EX5/6/7/8/9 (MIGHTY)



H-100



GENESIS



EQ900



G80



G80 SPORT



G70

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The automobiles of tomorrow will exist in a world in which everything is connected and converges. Within it, Hyundai Motor will continue to create amazing and exciting cars that will be unlike any we have ever seen. We want to grow into a true life partner for all our customers, making their lives more convenient and richer through our Modern Premium sales and service program.

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