

**Hyundai Motor Announces Plans for ‘Big Data’ Center in China**

* Hyundai Motor accelerates pace of connected car development with China-based ‘Big Data’ Center
* Hyundai Motor takes leading position in connected car industry as first mover to the Guian New Area - China’s new big data hub - in Guizhou Province, China
* Hyundai Motor advances ‘Open Innovation’ research, signing a new memorandum of understanding for partnership with Cisco

**November 9, 2016** – Hyundai Motor has announced plans to build a hub for ‘big data’ at the Guian New Area – China’s national epicenter for big data. Starting operations in June 2017, the new facility will be Hyundai Motor’s first overseas strategic hub for big data analysis, boosting the company’s development of advanced connected cars and technologies.

Located at the heart of the Guian New Area in Guizhou Province, Hyundai Motor’s new facility will deliver a competitive advantage over rivals through close collaboration with the region’s IT enterprises and start-up companies.

Euisun Chung, Vice Chairman of Hyundai Motor, said: “The decision to establish a Big Data Center in this strategically-important part of China indicates an acceleration of Hyundai Motor’s development of connected car technologies. Advancing our leadership in this rapidly-growing area will contribute to Hyundai Motor’s continued growth in Chinese market.”

The Big Data Center in China will analyze connected car data in collaboration with Hyundai Motor’s domestic Big Data Center in Uiwang, South Korea. With data scrutinized in both centers, Hyundai Motor will provide a multitude of connected car services that are tailored to the needs of customers.

Alongside its Big Data Center plan, Hyundai Motor also signed a memorandum of understanding with Cisco - another key progression of its connected car strategy. Advancing its ‘Open Innovation’ plan, Hyundai Motor’s relationship with Cisco is an important step towards the company’s ‘Car to Life’ connected car vision where the car becomes integral to the daily life of the user.

Hyundai Motor recently embarked on developing ccOS (Connected Car Operating System), a core platform technology for future connected cars. This series of developments will play a crucial part in Hyundai Motor’s efforts to lead the digital era.

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About Hyundai Motor

Established in 1967, Hyundai Motor Company is committed to becoming a lifetime partner in automobiles and beyond. The company leads the Hyundai Motor Group, an innovative business structure capable of circulating resources from molten iron to finished cars. Hyundai Motor has eight manufacturing bases and seven design & technical centers worldwide and in 2015 sold 4.96 million vehicles globally. With more than 110,000 employees worldwide, Hyundai Motor continues to enhance its product line-up with localized models and strives to strengthen its leadership in clean technology, starting with the world’s first mass-produced hydrogen-powered vehicle, ix35 Fuel Cell and IONIQ, the world’s first model with three electrified powertrains in a single body type.

More information about Hyundai Motor and its products can be found at:

<http://worldwide.hyundai.com> or <http://globalpr.hyundai.com/>

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