

News Release

Hyundai Motor Launches *#WhatsNext* Campaign Appealing to Saudi Women

- *#WhatsNext* campaign celebrates and supports Saudi women's achievements
- Hyundai appoints three Saudi-based female thought leaders as brand ambassadors
- Hyundai creates various customer experience programs and products targeting Saudi women

SEOUL, Aug. 2, 2018 — Hyundai Motor Company today announced the launch of a campaign and customer experience program appealing directly to female drivers in Saudi Arabia, following the lift of a decade-long ban on female drivers.

The '*#WhatsNext*' campaign celebrates Saudi women's past achievements and supports their future feats, whilst aligning with Hyundai's vision to create freedom in mobility. The main campaign film (<https://youtu.be/UFt2tKqFE7E>) communicates Hyundai's message of support to Saudi female drivers, through a narrative that follows a Saudi woman as she pursues her dream career as a fashion designer, movie director, teacher and track athlete. The film went live on August 1.

Hyundai previously presented the '*#WhatsNext*' campaign teaser film on the various company-owned online channels, amassing 1.5 million views to date on Facebook alone. The company is also displaying advertisements in the Riyadh Park Mall Cinema and gaining a large amount of local traction through Marvel's latest blockbuster movie 'Ant-man and the Wasp', where the brand's new Kona, Santa Fe and Veloster models are featured.

As part of the campaign, Hyundai is collaborating with three Saudi-based influencers: entrepreneur Bayan Linjawi, radio presenter Shadia Abdulaziz, and fashion designer Reem Faisal. All three were invited to attend a workshop at Hyundai's headquarters in Seoul last month, which included a visit to the 'Hyundai Motorstudio Goyang' and a 'Let's Drive' driving tutorial for beginners. These ambassadors will share their Hyundai experiences with other Saudi women, whilst also attending several other Hyundai events, including new car launches and driving school programs.

“There are several societal changes occurring due to the previous ban lift, and Saudi women are welcoming these changes with open arms,” said Hyundai ambassador Bayan Abdulaziz. “I look forward to seeing the numerous roles that women will play in our future society, now that they can drive their own vehicles.”

Hyundai has also prepared various customer experience programs targeting Saudi female drivers. At present, there is one digital showroom optimized for female customers in operation, named the ‘City Store’ in Riyadh, where female drivers can experience Hyundai’s brand and products through various digital devices. Hyundai has expressed plans to expand these showrooms to other cities, such as Dammam and Jeddah.

In order to provide more test-driving experiences for female drivers, the carmaker is also in the process of increasing the number of available test-drive vehicles, developing a test-drive app, and operating female-only driving tutorial sessions. Furthermore, six female-only lounges with staff support are in operation to facilitate easy access to Hyundai’s services.

To ease potential concerns of first time female drivers, Hyundai has installed a safety package in market-specific vehicles, including blind spot detection/warning (BDT/BSW) assistance and a parking assistance system (PAS).

To respect Saudi Arabian cultural sensitivities, which include keeping women’s physical exposure to a minimum, all locally-sold cars will also have pre-installed front door sun shades. In an industry first Hyundai has also invented and installed an Abaya detector system, so drivers do not have to worry about their traditional attire getting caught in the car doors.

“We designed our campaign based on the unlimited potential that is being introduced to Saudi women, now that they have freedom in mobility,” said Wonhong Cho, executive vice president and chief marketing officer at Hyundai Motor. “Hyundai Motor will continue its support for not only Saudi women, but all millennial women throughout the world, who are becoming one of our most important main consumers.”

Hyundai also announced a ‘Saudi Female Customer Care Taskforce’, which consists of female employees across different departments who will conduct market research, establish marketing and sales strategies, and study local Islamic customs.

#WhatsNext Microsites

English <https://www.hyundai.com/worldwide/en/whatsnext>

Arabic <https://www.hyundai.com/worldwide/ar/whatsnext>

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About Hyundai Motor Company

Established in 1967, Hyundai Motor Company is committed to becoming a lifetime partner in automobiles and beyond with its range of world-class vehicles and mobility services offered available in more than 200 countries. Employing more than 110,000 employees worldwide, Hyundai sold more than 4.5 million vehicles globally. Hyundai Motor continues to enhance its product line-up with vehicles that are helping to build solutions for a more sustainable future, such as NEXO – the world's first dedicated hydrogen-powered SUV. In 2018 the company revealed its new design philosophy 'Sensuous Sportiness', which will be embodied by all upcoming Hyundai vehicles.

More information about Hyundai Motor Company and its products can be found at:
<http://worldwide.hyundai.com> or <http://globalpr.hyundai.com>

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