

# News Release

## Hyundai Motor Achieves Top 40 Best Global Brands Position for Fourth Consecutive Year

- Hyundai's global brand value rises 3% to US \$13.5 billion
- Hyundai secures top 10 global automotive brands ranking for 14 years
- Value of Hyundai brand has increased four-fold since 2005

**SEOUL, Oct. 4, 2018** – Hyundai Motor has been ranked among the highest valued brands in the world once again, according to the latest rankings published by global brand specialist Interbrand. Hyundai's global brand value grows 3% since 2017 to a company record high of US \$13.5 billion. This result successfully places the company in a top 40 Best Global Brands position for the fourth year in a row. The company is ranked the world's 36th most valuable brand in challenging conditions of many global markets.

"Hyundai Motor is an innovative and creative brand that continually develops and implements new vehicle functions that our customers want, providing them with seamless automotive experiences, so we are thrilled to see the company's brand value increase continuously year over year," said Wonhong Cho, Chief Marketing Officer at Hyundai Motor Company. "Recent developments in the automotive industry, such as electrification, connectivity and autonomous driving, present huge opportunities for Hyundai to be a leading force in the future of global mobility."

Hyundai Motor maintains sixth position in the global automotive rankings. This follows a period of exponential growth for the company, which has seen a four-fold increase in brand value since 2005.

"The continuous growth of Hyundai's brand value is the result of Hyundai's investments in future mobility initiatives, as well as its commitment to continuously enhance the strength of its brand. The launch of NEXO, based on advanced fuel cell technology, as well as its new high performance brand N have showcased Hyundai's technological credentials and laid the foundations for a more differentiated positioning for the Hyundai brand. Brands that truly internalize their values and respond rapidly to market changes always add value for their businesses," Mike Rocha, Global Director of Brand Valuation for Interbrand said.

Hyundai has achieved a significant number of major automotive industry milestones, including creating the world's first dedicated hydrogen-powered SUV, NEXO. Hyundai's eco-car line-up also includes the All-new Kona Electric, and the IONIQ, which showcases the company's pioneering

spirit in the field of future mobility. With its progressive models Hyundai offers the broadest range of eco-powertrains in the industry.

Hyundai continues to focus on developing technological innovation to expedite achieving the company's future mobility vision. This includes advanced research through Project IONIQ and open-innovation through collaborations with external parties such as Cisco, Baidu Inc., and SoundHound Inc. This is combined with strategic investments in future technologies such as electrification, smart cars, robots and artificial intelligence, and future energy.

- Ends -

### **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.

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

**Disclaimer:** Hyundai Motor Company believes the information contained herein to be accurate at the time of release. However, the company may upload new or updated information if required and assumes that it is not liable for the accuracy of any information interpreted and used by the reader.

### **Contact:**

#### **Jin Cha**

Global PR Team / Hyundai Motor

[sjcar@hyundai.com](mailto:sjcar@hyundai.com)

+82 2 3464 2128