

News Release

Pioneering Hyundai child safety innovation recognised with SAFETYBEST 2018 award

- Industry's first Rear Occupant Alert technology awarded SAFETYBEST 2018 title
- Jury acknowledges life-saving potential of "outstanding new system"
- Hyundai collects its third significant safety accolade in two weeks

December 14, 2018 – The 'Rear Occupant Alert' system developed by Hyundai Motor has been recognised by the members of AUTOBEST, collecting the prestigious SAFETYBEST 2018 award. The pan-European jury of motoring journalists named Hyundai the winner for its innovative safety technology, which was launched this year in the All-New Hyundai Santa Fe.

A first in the automotive industry, the Rear Occupant Alert signals the possible presence of passengers, animals and any other objects in the rear cabin, alerting the driver when leaving the car if the rear doors are not opened. The AUTOBEST jury cited this pioneering system as a crucial step towards preventing drivers from leaving a child in the back seat of a car, thus helping to protect the lives of children especially in hot conditions.

"Hyundai's outstanding new system to prevent parents leaving their children in the car is so simple but so necessary to save young lives. Hyundai has found a solution to prevent further tragic stories. The AUTOBEST spirit is oriented to brilliant but simple solutions to make life in the car better, more enjoyable, safer," said Dan Vardie, Founder & Chairman of AUTOBEST.

Presented every year since 2002, the SAFETYBEST award is one of the main awards in the annual prize-giving by AUTOBEST, recognizing the continuous efforts of the car industry to improve vehicle safety.

Three safety accolades in two weeks for Hyundai

The SAFETYBEST award follows the recent announcement of the maximum five-star overall safety rating for Santa Fe in the independent assessment of Euro NCAP (European New Car Assessment Programme). The company's flagship SUV features an extensive range of Hyundai SmartSense active safety and driving assistance technologies, including the Rear Cross-Traffic Collision-Avoidance Assist – a Hyundai first. When reversing out of areas with low visibility, this system not only warns the driver if vehicles approach from the rear, it also applies the brakes automatically. A further innovation for the industry found on Santa Fe is Safety Exit Assist, which prevents accidents when vehicles approach from behind by temporarily locking the doors to ensure passengers only exit the vehicle when it is safe to do so.

A third safety highlight this month for Hyundai came when Euro NCAP named the All-New Hyundai NEXO the 'Best in Class' of 2018 in the 'Large Off-Road' category. The first fuel cell electric vehicle to be awarded

the maximum five-star overall rating by Euro NCAP, the NEXO is further evidence of the pioneering approach of Hyundai in bringing new technologies to the road.

AUTOBEST jury members represent 31 European countries, making it the largest independent motoring jury in the world by the number of countries. The prize-giving will take place at the organisation's awards gala in February 2019.

The All-New Santa Fe and the All-New NEXO are on sale now in Europe, with specific launch timings varying by market.

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About Hyundai Motor Europe HQ

Hyundai Motor Europe (HME HQ) was formally established in 2000 with its main office in Offenbach, Germany. Hyundai currently sells cars in 31 European countries through 2,500 outlets and in 2017 achieved registrations of 523,258 vehicles in the region – an increase of 3.5 percent compared to 2016 – a higher rate than the market average. 75 per cent of the vehicles Hyundai sold in the region are models designed, engineered, tested and built in Europe to meet the needs of European customers, served by the company's extensive European infrastructure. This includes two factories, one located in the Czech Republic and another in Turkey, which have a combined annual capacity of 600,000 units. Hyundai is proud to offer the youngest product line-up in Europe: 90 per cent of the models are less than two years old.

Hyundai Motor offers its unique Five Year Unlimited Mileage Warranty with all new cars sold in the region, providing customers with a five-year warranty with no mileage limit, five years of roadside assistance, and five years of vehicle health checks.

More information about Hyundai Motor Europe and its products is available at www.hyundai.news.

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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.

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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