

News Release

Hyundai Motor Group Appoints Kwang-guk Lee as New Head of China Operations

- President Lee to oversee Group's business in the Chinese market
- The appointment to enhance agility and competitiveness in the Chinese market

SEOUL, October 31, 2019 – Hyundai Motor Group announced today that Kwang-guk Lee will be promoted to President and Head of China Operations from his current position as Executive Vice President and Head of Korea Business Division at Hyundai Motor Company. Lee is expected to enhance the Group's agility and competitiveness in the Chinese market, the biggest battleground for the global automotive industry.

In his new capacity, Lee will oversee the Group's business in China to enhance its business competitiveness and brand value. He will also devise business strategies and establish mid- to long-term visions for this important market.

Over the years, Lee has accumulated abundant experience in Hyundai Motor's overseas businesses, including Germany and U.K. During his tenure as Head of Korea Business Division of Hyundai Motor, he spearheaded the company's prowess in sales and brand innovation, including the launch of new models and creative marketing and communication efforts.

Lee will begin his new post on November 1. The current head of China operations, President Byung Ho Lee, will serve as an advisor to the Group.

<Career highlights>

2016 ~ 2019: Executive Vice President, Head of Korea Business Division

2014 ~ 2016: Senior Vice President, Head of Hyundai Motor Company Washington Office

2011 ~ 2014: Vice President, External Affairs Team Leader

2011: Vice President, Brand Strategy Team Leader

2010: Vice President, Head of Vehicle Export Support Group

2006 ~ 2010: Vice President, Head of Hyundai Motor UK

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About Hyundai Motor Group

Hyundai Motor Group is a global corporation that has created a value chain based on automobiles, steel, and construction and includes logistics, finance, IT and service. With about 250,000 employees worldwide, the Group's automobile brands include Hyundai Motor Co. and Kia Motors Corp and Genesis. Armed with creative thinking, cooperative communication and the will to take on all challenges, we are working to create a better future for all.

More information about Hyundai Motor Group, please see: www.hyundaimotorgroup.com

More information about Hyundai Motor and its products can be found at:
worldwide.hyundai.com or globalpr.hyundai.com

Visit the Kia Motors Global Media Center for more information: www.kianewscenter.com

For more information on Genesis and its new definition of luxury, please visit <https://www.genesis.com>

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