



## All-New Hyundai Tucson spurs Hyundai sales in Europe

- Hyundai achieves 49,555 new car registrations in September, up 9.8% on 2014
- Strong start for All-New Tucson, the brand's bold new compact SUV
- Company takes 3.6% market share in September; 3.3% year-to-date

Offenbach, 16 October 2015

Strong demand for the All-New Tucson SUV contributed to Hyundai Motor's robust performance during the month of September. The company achieved a market share of 3.6 % last month, with registrations of 49,555 cars in Europe, according to new data from industry organisation ACEA. For the year-to-date, the company maintains its market share of 3.3 %, based on 355,423 registrations of new cars during the first nine months of 2015.

Launched to European customers during September, the All-New Tucson has made an instantly-positive impression in a highly-competitive segment. Among other achievements, it was the top-selling SUV in Germany, according to the Kraftfahrt-Bundesamt (KBA), and Hyundai's best-selling car in September. 61,000 orders have already been placed, making it Europe's fastest-selling new Hyundai model ever.

Also performing well was the Hyundai i20, which will receive a further boost this year when the lifestyle crossover, New i20 Active, enters production in November. Also arriving next month is the new 1.0-litre T-GDI engine – a compact three-cylinder turbocharged petrol engine, available with 100 PS and 120 PS.

The new unit combines increased driver enjoyment with low running costs and low fuel consumption: from as little as 4.0 l/100 km\* of fuel, with just 94 g/km\* of CO<sub>2</sub> emissions.

**NEW THINKING. NEW POSSIBILITIES.**

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Thomas A. Schmid, Chief Operating Officer, Hyundai Motor Europe, commented: “As the European market continues to grow, we are keeping pace thanks to high customer demand for our widening range of new cars. The fantastic response to the All-New Tucson demonstrates the appeal of Hyundai cars to European buyers.”

Like most new Hyundai cars, All-New Tucson has been designed and developed in Europe for Europe. It is produced at the company’s manufacturing facility in the Czech Republic – the heart of Hyundai production in the region.

\*Target values

–Ends–

#### **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 centres worldwide and in 2014 sold 4.96 million vehicles globally. With almost 100,000 employees worldwide, Hyundai Motor continues to enhance its product line-up with localised models and strives to strengthen its leadership in clean technology, starting with the world’s first mass-produced hydrogen-powered vehicle, ix35 Fuel Cell.

#### **About Hyundai Motor Europe**

In 2014, Hyundai Motor Europe achieved registrations of 424,467 units – an increase of 1% compared to 2013. Almost 95% of the vehicles Hyundai sells in the region are designed, engineered and tested in Europe to meet the needs of European customers. And 90% are built at its two local factories in the Czech Republic and Turkey, which have a combined annual capacity of 500,000 units. Hyundai sells cars in 31 European countries through 2,500 outlets.

Hyundai offers its unique Five Year Unlimited Mileage Warranty package 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](http://www.hyundai.news).  
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