



Youngest product range drives best-ever annual sales for Hyundai Motor in Europe

- 10.9% year-on-year increase in registrations, ahead of market trend
- 80% of models replaced during 2015, driving sales growth
- Positive outlook for 2016: full year of sales for Europe's youngest line-up

Offenbach, 15 January 2016

Hyundai Motor achieved record registrations of 470,130 vehicles during 2015, according to data published by industry body ACEA. The company achieved a 10.9% increase over the previous year's performance and secured a 3.3% market share, thanks to a comprehensive model regeneration programme.

All-New Tucson created a surge in sales during the final quarter of last year. Meanwhile, new models such as i20 Coupe and i30 Turbo generated interest from customers new to the brand. Mid-life refreshes for the popular i30 and i40 families helped to further lift demand for Hyundai cars. In total, 80% of the model range was replaced during 2015.

The outlook for 2016 is positive, with so many newly-replaced and refreshed cars entering their first full year of sales. In particular, the All-New Tucson has demonstrated its potential: more than 85,000 orders were placed by the end of last year, despite the compact SUV only going on sale last September. The New i20 Active extends the range of crossover and SUV models, and also introduces the new 1.0-litre T-GDI engine to the i20 family.

The Hyundai line-up will continue to be enhanced with the addition of new models in new segments, starting with the innovative IONIQ – revealed earlier this month,

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ahead of its debut at the Geneva Motor Show in March 2016. It is unique in the industry, being the only car available with three alternative powertrains: hybrid, electric, and plug-in hybrid.

Thomas A. Schmid, Chief Operating Officer at Hyundai Motor Europe said: “In a booming European new-car market, Hyundai has exceeded the industry trend and increased sales to a record high. Customer demand for our growing model range has driven this success, and we are carrying great momentum into 2016. We are aiming for further positive results this year, as the youngest model range in Europe continues to attract more customers to the Hyundai brand.”

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About Hyundai Motor Europe

In 2015, Hyundai Motor achieved registrations of 470,130 vehicles in Europe – an increase of 10.9% compared to 2014 – and replaced 80% of its model line-up to create the youngest car range in Europe. 90% 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 in the Czech Republic and Turkey, which have a combined annual capacity of 500,000 units. Hyundai Motor sells cars in 31 European countries through 2,500 outlets.

Hyundai Motor 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. Follow Hyundai Motor Europe on Twitter [@HyundaiEurope](https://twitter.com/HyundaiEurope) and Instagram [@HyundaiEurope](https://www.instagram.com/HyundaiEurope).

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 2015 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.