



## **Small cars, big sales: New Generation i20 moves Hyundai Motor past one million sales of B-segment cars in Europe**

- Over one million Hyundai cars sold in Europe's most popular segment
- New Generation i20 among best-selling models in Europe during 2015
- Greater choice for customers, with New i20 Active, new turbocharged engine

Offenbach, 27 January 2016

Hyundai Motor has passed a significant milestone in Europe, having sold more than one million cars in the B-segment – the most popular vehicle category among European consumers. The success has been driven in particular by the popularity of the New Generation i20, in high demand since it was launched last year.

The company reached the landmark, as it introduces the New i20 Active – the third member of the i20 family – and a new 1.0-litre T-GDI engine, to extend the appeal to customers in the B-segment.

Since the introduction of the Hyundai Getz in 2002, the brand has established its credibility in Europe's most popular segment with accessible, high-quality, well-equipped models. The Getz was replaced by the i20 during 2008 – setting a new direction, with cars designed, engineered and produced in Europe for European buyers.

With over 500,000 units sold in Europe, the two generations of i20 have now taken the company's total B-segment sales into seven figures. The current model – available as a five-door, Coupe and as the Active crossover – helped to achieve a 12% growth in sales last year, with 92,300 cars sold to European customers.

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The European B-segment accounts for over 2.7 million cars and 22% of annual European car sales. It remains the highest volume segment in the continent and is a major pillar for Hyundai's success in the European market.

After its launch in 2002, the Hyundai Getz quickly became a top-seller for the brand, exceeding 100,000 annual sales in 2004 and 2005. It was succeeded by the first-generation i20, which brought a more sophisticated design and quality appeal, being the first Hyundai B-segment car to be designed, developed and produced in Europe for Europe. Its significance was underlined by its position among the top three best-selling Hyundai cars in Europe every year.

The arrival of New Generation i20 marked a two-generation step for the i20 family, with its sophisticated design, high-quality interior and generous space, as well as convenience features not seen before in the B-segment. It has received numerous accolades, including the prestigious Auto Bild Golden Steering Wheel, and its design was recognised through the renowned Red Dot Design Award and iF Design Award.

With three different versions of the New Generation i20, European customers have a wider choice than ever. The spacious and refined i20 five-door complements the i20 Coupe, with its dynamic exterior attracting younger, lifestyle-oriented buyers. The New i20 Active brings rugged design and crossover features to attract young urban customers with active lifestyles.

From 2016, the i20 range also introduces the new 1.0-litre T-GDI three-cylinder turbocharged gasoline engine to the Hyundai model line-up, available in two power outputs. The standard-power 100 PS version is tuned to maximise fuel economy while the high-power 120 PS unit has been developed to facilitate more spirited driving without sacrificing efficiency.

All versions of the New Generation i20 family are designed and developed at the company's R&D centre in Germany and manufactured in its Turkish plant.

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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](http://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.

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