

News Release

Europe's best Hyundai Motor technician comes from the UK

- Kevin Mark Rule from the United Kingdom won the fifth Hyundai European Skill Competition
- Hyundai technicians from 19 European countries competed against each other in theoretical and practical tests, including new technologies on the Hyundai IONIQ
- Hyundai Motor earns high marks in customer satisfaction by delivering products and services exceeding customer expectations

6 October 2016 – Europe's best Hyundai technician comes from the United Kingdom: Kevin Mark Rule won Hyundai Motor's fifth European Skill Competition. 19 participants from different countries all over Europe, who already won their national Skill Competitions, completed theoretical and practical challenges with regards to technical expertise.

After two challenging competition days in Frankfurt am Main Hyung Cheong Kim, President and CEO at Hyundai Motor Europe, and Thomas A. Schmid, Chief Operating Officer at Hyundai Motor Europe, handed over the award to the winner Kevin Mark Rule, who has automatically qualified for the global competition to find the world's best technician. Two other competitors were also recognized for their achievements: Kevin O'Connor from Ireland reached the second place and Kevin Cliche from Belgium the third rank. The three winners showed a high level of expertise, profound knowledge about Hyundai as a brand and extensive practical experience.

The European Skill Competition for automotive technicians is held on a national, pan-European and global level and accompanied by an equivalent competition for service advisors. Organised every other year since 2006, the 5th European Skill Competition celebrated its 10th anniversary this year at the historical car exhibition Klassikstadt in Frankfurt am Main, close to the company's headquarters. By testing technical skills in a written exam, practical tests on components and vehicle fault diagnoses, the company aims at rewarding outstanding competency as well as improving service through systematic training and information sharing among technicians.

Technicians perfectly prepared for the arrival of the IONIQ

Along with the Hyundai i40, i30 and i10 models, this year's competition was also conducted on components of the All-New Hyundai IONIQ. The IONIQ is the world's first model featuring three electrified powertrains. The IONIQ Hybrid and the IONIQ Electric are arriving at European dealers in autumn 2016, the IONIQ Plug-in during 2017. Not only had participants of the Hyundai European Skill Competition to answer theoretical questions about the vehicle's technology, they also needed to prove their practical understanding of new components like the IONIQ hybrid system to make sure they were perfectly prepared for the market launch.

Leader in customer satisfaction

Hyundai Motor delivers products and services exceeding customer expectations, achieving high scores in customer satisfaction surveys. Along with product variety, design, technology and quality, customer service is one of the most important factors that have enabled the company in recent years to establish and develop its leading presence in Europe. With the introduction of new models like the Tucson, which has become the fastest selling Hyundai model ever, the company also attracts customers from the premium segment with high expectations in terms of service.

“The customer-centric approach and professional competence of the dealer network are key factors for ensuring long-term customer satisfaction,” said Bas Kasteel, Vice President Customer Service at Hyundai Motor Europe. “With our European Skill Competition, we reward outstanding technical performance, encouraging Hyundai technicians to deliver service excellence to our customers and supporting our aim to become the number one Asian automotive brand.”

-Ends-

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/eu.

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

Contact

David Fitzpatrick

PR Director

Phone: +49-69-271472-460

dfitzpatrick@hyundai-europe.com

Florian Buengener

Corporate & Brand PR Manager

Phone: +49-69-271472-465

fbuengener@hyundai-europe.com

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 centers worldwide and in 2015 sold 4.96 million vehicles globally. With more than 110,000 employees worldwide, Hyundai Motor continues to enhance its product line-up with localized models and strives to strengthen its leadership in clean technology, starting with the world’s first mass-produced hydrogen-powered vehicle, ix35 Fuel Cell and IONIQ, the world’s first model with three electrified powertrains in a single body type.