

News Release

Hyundai Motor Celebrates 40 Years of Export Growth

- Hyundai Motor reaches four decade export milestone with more than 23 million vehicles exported since 1976
- Now, each year, more than one million Hyundai vehicles are delivered to customers in 184 countries
- From Pony to IONIQ - investment in automotive technology sees Hyundai Motor become sixth-biggest automotive brand in the world

November 17, 2016 – Hyundai Motor is celebrating 40 years of exports to international markets, following a period of significant overseas growth that has seen it become one of the fastest growing brands in the world. From South Korea's first mass-produced model to the latest generation of eco-friendly cars, more than 23 million Hyundai Motor vehicles have been exported worldwide since 1976.

The company's pioneering Pony four-door sedan was initially exported to South America, with 1,042 vehicles delivered to 13 countries. Four decades later, Hyundai Motor now exports more than 1.15 million vehicles a year from its Korean manufacturing plants alone, shipping to 184 countries – around 3,150 vehicles daily, three times the first year's total exports.

At an event to celebrate the milestone in Guayaquil, Ecuador – Hyundai Motor's first export destination – Zayong Koo, Vice President, Head of Global Corporate Communications at Hyundai Motor Company, said: "Since exports began 40 years ago, Hyundai Motor's pioneering ethos has seen it become one of the biggest and fastest-growing brands in the world. With such steady growth, we anticipate an evolution from being a transportation company, to a mobility service provider."

To recognize the historic occasion, Hyundai Motor presented a range of 26 heritage and current production vehicles at the event in Ecuador. To reflect Hyundai's export history the line-up of cars included two original Pony models, current Tucson and Santa Fe SUVs, as well as the pioneering IONIQ hybrid and electric cars. Following the event, attendees took part in an IONIQ test drive event to experience both hybrid and fully-electric versions of the vehicle in the beautiful Galapagos Islands.

Building on its international export success, Hyundai Motor is now the sixth-largest automotive brand in the world and the 35th biggest brand overall globally, according to the latest rankings by Interbrand. Despite yet another challenging year for the automotive industry, the company's global brand value grew 11% since 2015, reaching \$12.6bn in 2016, securing the Korean company's place among the biggest brands on the planet.

The Hyundai Motor brand is set to achieve even greater heights with the launch of IONIQ - the world's first vehicle platform to offer three electrified powertrains, making low- to zero-emission mobility accessible to everyone. In 2017, high-performance Hyundai N cars will come to market and the future-mobility focused 'Project IONIQ' will continue to push the automotive industry's boundaries, moving Hyundai Motor into new automotive spaces.

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Notes to editors

All export figures reported in this news release are based on domestically produced (Korean) units only.

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.

More information about Hyundai Motor and its products can be found at:

<http://worldwide.hyundai.com> or <http://globalpr.hyundai.com/>

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