

News Release

Second Hyundai IONIQ for the Van Gogh Museum in Amsterdam

- Expansion of previous collaboration between Hyundai Motor and world-famous Dutch museum
- Hyundai IONIQ Hybrid wrapped in Vincent van Gogh's iconic work "Almond Blossom"
- Substantial increase in Korean museum visitors over past nine months

December 21, 2016 – In June 2016 Hyundai Motor signed a three-year partnership with the world-famous Van Gogh Museum in Amsterdam. The company has now handed over an IONIQ Hybrid covered in Vincent van Gogh's iconic work "Almond Blossom". This is the second car which Hyundai has given to the Van Gogh Museum. The first – an IONIQ Electric wrapped Van Gogh's work "Sunflowers" – was delivered to the museum in June 2016.

"Since years, Hyundai Motor is one of the major art supporters worldwide. It is our intention to not only make future mobility, but also art accessible to everybody. The collaboration with the Van Gogh Museum combines these targets and is an important step in our relationship", said Jochen Sengpiehl, Vice President Marketing at Hyundai Motor Europe.

The Van Gogh Museum houses the largest collection of works by Vincent van Gogh in the world. No fewer than two million people visit the museum every year. Among them are a growing number of Koreans. As another part of the cooperation, Hyundai Motor has supported the museum with translations of the multimedia tour, the museum map and the website into Korean. Initial successes of this collaboration are becoming visible: the number of Korean museum visitors has risen from 8,000 in 2014 to 30,000 only within the last nine months.

"We share a common passion for the life and works of the Netherland's best-known artist, Vincent van Gogh. That's a solid basis for cooperation," adds Axel Rüger, Director of the Van Gogh Museum in Amsterdam. "Our partner Hyundai has – like the Van Gogh Museum – a keen eye for the environment and for sustainability. We are very pleased to have these two eco-friendly Hyundai IONIQs – not only because the vehicles are inspired by two of the greatest works of Vincent van Gogh, but also because they have a durable electric powertrain."

Hyundai Motor has always committed itself to making art accessible to everyone and has therefore established partnerships with museums all over the world, including the Tate Modern in London, the Los Angeles County Museum of Art (LACMA) and the Museum of Modern and Contemporary Art in Seoul, Korea.

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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/eu.

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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.