

News Release

Hyundai wins in three categories in 2017 Automotive Brand Contest

- Hyundai Best Brand of the Year for quality and price consciousness
- Hyundai i30 also wins in Exterior and Interior Design categories

September 6, 2017 – Hyundai Motor is the big winner of this year's Automotive Brand Contest. The company has received three major awards, including the prestigious award for Best Brand of the Year. The Hyundai i30 also clinched awards for the best interior and exterior design of a high-volume manufacturer.

Hyundai's high quality products, its customer centricity and the enhanced brand image convinced the Automotive Brand Contest's which crowned the company in a trio of categories. Being named Best Brand of the Year and winning two more design awards are evidence of further progress for the brand in Europe.

"By 2021 we aim to be the number one Asian car brand in Europe. The Automotive Brand Contest awards prove that we are heading in the right direction. The new Hyundai i30 makes not only innovative technologies but also high-value, sophisticated design affordable for a substantial group of customers," says Thomas A. Schmid COO of Hyundai Motor Europe.

Following the IF Design Award in February 2017 and the Red Dot Design Award in April 2017, the Automotive Brand Contest awards are further highly respected European design accolades for the New Generation of the Hyundai i30. They all underscore the Hyundai philosophy of developing, designing and manufacturing key European models in Europe.

The Automotive Brand Contest, held by the German Design Council, highlights outstanding product and communication design. It is the only neutral, international design award competition for automotive brands. A six-member jury consisting of representatives of universities and media, design and brand communication assesses entries in 14 categories for holistic and consistent brand use across all media and products. This year's winners will receive their awards during the Frankfurt International Motor Show's Press days on 12 September 2017.

The new Hyundai i30 has been awarded top marks for more than its design. For its exemplary active and passive safety it is the first car in the compact car segment to be awarded the highest, five-star safety rating in 2017 by the independent Euro NCAP. The Hyundai SmartSense safety and driving assistance technologies of the i30 and the i30 Wagon incorporate up to nine advanced safety systems. Thanks to Driver Attention Warning, Forward Collision-Avoidance Assist and, for example, a Rear Cross-Traffic Collision Warning the i30 is one of the best active safety contenders in the compact class.

-Ends-

About Hyundai Motor Europe

In 2016, Hyundai Motor achieved registrations of 505,396 vehicles in Europe – an increase of 7.5% compared to 2015. During the last two years the company replaced 90% 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 600,000 units. Hyundai Motor sells cars in 31 European countries through 1,600 European dealerships responsible for more than 2,100 sales 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 [@HyundaiNews](https://www.instagram.com/HyundaiNews)

Contact

Florian Büngener
Corporate & Brand PR Manager
Phone: +49-69-271472-465
fbuengerer@hyundai-europe.com

Jana Uppendahl
PR Associate
Phone: +49-69-271472-462
juppendahl@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 centres worldwide and in 2016 sold 4.86 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.