

News Release

Hyundai i30 Fastback wins *Auto Zeitung* 2018 Design Trophy

- 13,351 readers of German car magazine *Auto Zeitung* vote for the best cars in six categories
- Design-oriented Hyundai i30 Fastback five-door coupe wins in the compact class
- Design continues to be Hyundai customers' main reason for purchase

May 8, 2018 – Readers of the German car magazine *Auto Zeitung* voted the Hyundai i30 Fastback the most attractive vehicle in the compact class of the 2018 Design Trophy competition.

The 2018 Design Trophy, following the IF Design Award, is the second renowned design award that the elegant five-door coupe has won this year. The Cascading Grille, Hyundai's family identity, is given a unique treatment, making the i30 Fastback appear wider than the other members of the i30 family. Another attractive design feature is the bold roof line, tapering towards the rear where the generously arched rear spoiler is integrated into the tailgate. The eye-catching design is characterised by the sleek proportions that create the visual impression of dynamism through a powerful stance. It is an appearance that certainly impressed *Auto Zeitung* readers. They put the i30 Fastback well ahead of its five competitors in the voting.

"In recent years design has consistently been cited as the number one reason for our customers to buy Hyundai cars, reflecting the design-led focus of our product development," says Andreas-Christoph Hofmann, Vice President Marketing & Product at Hyundai Motor Europe. "The great feedback from our customers is also reflected in the awards presented to Hyundai by independent organisations, and it is an honour to receive yet another accolade. The Design Trophy from *Auto Zeitung* is further evidence of our successful strategy to position design as a key pillar of Hyundai car development."

The dynamic lines of the i30 Fastback were conceived, along with the other i30 range members, at the Hyundai Design Centre Europe in Rüsselsheim, Germany. Development and testing was also carried out by the European R&D team in Rüsselsheim, while production takes place in the company's Czech factory in Nošovice.

A car of many talents, the i30 Fastback not only offers aesthetic appeal. With its comprehensive driving assistance systems, packaged under the Hyundai SmartSense name, it is the only five-door coupe in its segment offering such a wide range of active safety features.

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About Hyundai Motor Europe

In 2017, Hyundai Motor achieved registrations of 523,258 vehicles in Europe – an increase of 3.5 per cent compared to 2016, growing stronger than the market. By mid-2018, Hyundai will have replaced 90 per cent

of its model line-up to create the youngest car range in Europe. 85 per cent 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 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.

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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 2017 sold 4.5 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.