

# News Release

## Hyundai Motor Europe strengthens marketing team and appoints Head of Brand Communication

- The company appoints Marcus Kikisch as new Head of Brand Communication

May 3, 2018 – As part of the brand's strategic realignment, Hyundai Motor Europe has appointed Marcus Kikisch as its new Head of Brand Communication. With this appointment, Hyundai goes a step further to strengthen the brand identity as part of its overall strategy to become the number one Asian automotive brand in Europe by 2021.

Marcus Kikisch joins the company as of May 1<sup>st</sup> and will be responsible for Brand Strategy & Communication, Digital Experience and Brand Experience, overseeing the marketing and digital communication activities of the brand, as well as driving forward the brand's strategic realignment. In his new position, he will report to Andreas-Christoph Hofmann, Vice President Marketing and Product, Hyundai Motor Europe.

"Hyundai is one of the fastest growing automotive brands in Europe, with ambitious plans for further success," says Andreas-Christoph Hofmann, Vice President Marketing and Product, Hyundai Motor Europe. "To support this growth, we further strengthen our marketing team to shape and sharpen the Hyundai brand. Mr. Kikisch will contribute to making Hyundai even more appealing to a wider range of customers."

Marcus Kikisch is a highly-qualified communications manager with more than 20 years of professional experience in the field of marketing and digital communication. Before joining Hyundai, he was Director of Marketing Communication & Brand Management with UPC Switzerland. Further stages of his career have included management positions in digital communication and marketing as well as product and brand marketing at consultancies such as Interone, where he was responsible for the accounts of BMW and Mini, Plan.Net and Zum Goldenen Hirschen. He holds a Master's degree in Business Management from the University of Augsburg.

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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](http://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.