

News Release

Hyundai Motor Wins “Red Dot: Brand of the Year 2018”

- Hyundai Motor is the most successful brand at the Red Dot Award 2018
- Hyundai recognized for innovative design solutions, quality of design and brand management expertise

SEOUL, Oct. 15, 2018 – Hyundai Motor has triumphed again in Red Dot Awards with the honorary title “Red Dot: Brand of the Year 2018”, adding to its five previously received Communication Design accolades for 2018 for its creative and innovative design.

The Red Dot Award is one of the most highly-respected international design competitions in the world, and the “Red Dot: Brand of the Year” is awarded to the brand that has come up with innovative and creative design on a particularly high level. This year it took into consideration Hyundai’s innovative design solutions, quality of design and brand management expertise.

“It is an honor to be selected as the Red Dot: Brand of the Year 2018. We are humbled to receive such an accolade, as this award is a validation that we are on the right track and it is an impressive milestone for our brand image,” said Wonhong Cho, Executive Vice President and Chief Marketing Officer at Hyundai Motor Company. “This should encourage us to push harder in our approach and be a stepping stone for more creative and innovative projects in the future so that our brand can truly be loved by all.”

The official ceremony honoring the award will take in Berlin, Germany on October 26.

“In a highly saturated market, Hyundai succeeds in repeatedly addressing its customers in a creative manner, and manages to convey the technical background of its cars in a universally comprehensible way. The company’s innovative design approaches are both creative and high-quality, providing customers with a unique, one-of-a-kind, 360-degree brand experience.” said professor Dr. Peter Zec, founder and CEO of the Red Dot Award.

In August, Hyundai Motor set the all-time record for Red Dot Awards in the company’s history, winning four Red Dots and three “Red Dot: Best of the Best”. Hyundai won awards for its Solati Moving Hotel, Hyundai Pavilion, Genesis Gangnam, Genesis Sound Design, Pioneer Film and

Safety Hologram in their respective categories, including Retail Design, Sound Design, Spatial Communication, Film & Animation and Interface & User Experience Design.

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About Hyundai Motor Company

Established in 1967, Hyundai Motor Company is committed to becoming a lifetime partner in automobiles and beyond with its range of world-class vehicles and mobility services offered available in more than 200 countries. Employing more than 110,000 employees worldwide, Hyundai sold more than 4.5 million vehicles globally. Hyundai Motor continues to enhance its product line-up with vehicles that are helping to build solutions for a more sustainable future, such as NEXO – the world's first dedicated hydrogen-powered SUV.

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

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

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