

# News Release

## New structure and new staff strengthen PR at Hyundai Motor Europe HQ

- PR team structure adapted to fulfil newly-extended remit of Regional HQ
- Dedicated sections established for Product PR and Corporate & Brand PR
- Industry veteran Matthew Davis joins HME HQ as Product PR Manager

**October 31, 2018** — Hyundai Motor Europe has restructured its PR operation to fulfil its mid-term strategy, creating dedicated sections for the core areas of Product PR and Corporate & Brand PR. Supporting the reorganisation, the company has appointed Matthew Davis as Product PR Manager, while Florian Büngener continues as Corporate & Brand PR Manager. Both of these Head of Section roles report to the Director PR & Communications, David Fitzpatrick.

Matthew Davis joins Hyundai Motor Europe HQ (HME HQ) in Offenbach, Germany on 1st November 2018. He brings 20 years of journalism and PR experience to his new role. An American national, he was based in Europe for 15 years, working as a journalist contributing to a wide range of automotive, sports and lifestyle titles. He was also a founder member and Chairman of the highly-regarded World Car of the Year jury. In 2014, Matthew moved from journalism to in-house communications: among his most recent assignments, he fulfilled global product PR functions for Nissan Motor Co. Ltd, located in Hong Kong and North America.

“Matthew will play a key role in further developing the PR strategy and output of Hyundai on a pan-European level,” said David Fitzpatrick. “Thanks to his varied and very relevant experiences, he brings to HME HQ a high level of understanding of the automotive industry, the media landscape and international communications. We look forward to his engagement, as we aim for a successful implementation of our mid-term PR strategy matching the needs of our expanded regional HQ status.”

After three consecutive years of sales growth in Europe, Hyundai is on track to achieve another best-ever performance in 2018. One of the key success drivers is the product line-up: with 90% of the model range less than two years old, it is the youngest portfolio in the industry. The company will maintain its new-car launch momentum, with many more all-new and updated models to come. Among these are further additions to the electrified offering, which is already the most diverse in the industry, including mild hybrid, hybrid, plug-in hybrid, full electric and hydrogen fuel cell powertrains, most recently enhanced with the launches of Kona Electric and NEXO.

In July 2018 the responsibilities of Hyundai Motor Europe HQ were extended, covering every aspect of the business, from product planning and marketing to sales and manufacturing. The newly-structured operation better enables an active response to market trends and customer needs, optimising decision-making aligned with the pan-European business direction.

To support business objectives, the company is further enhancing its brand communication to increase awareness and familiarity among consumers in Europe. Contributing to this effort is the newly-created

Corporate & Brand PR section, led by Florian, which will establish and execute the corporate positioning on which product communications will build.

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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. Hyundai has the youngest line-up in Europe, 90 per cent of the models are less than two years old. 75 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 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.