

Hyundai and Kia Enter Strategic Partnership with Vodafone

- Agreement will provide European drivers with fully-connected infotainment and Connected-Car systems
- Hyundai and Kia connected car systems set to launch in Europe in 2019

SEOUL, Nov. 13, 2018 – Hyundai Motor and Kia Motors have entered a new pan-European strategic partnership with Vodafone to provide customers with fully-connected in-car infotainment and connected car service.

The strategic partnership enables both car manufacturers to tap into Vodafone's technical expertise, and offer connected in-car infotainment services to their European drivers. Hyundai and Kia will use Vodafone's IoT network to deploy their proprietary service across Europe, enabling customers to benefit from the latest in new telematics technology.

The new infotainment system will launch on selected Hyundai and Kia new models in Europe from 2019.

The system relies on embedded connectivity provided by Vodafone to make life easier for vehicle owners. The services include up-to-the-minute traffic information, parking and location services, vehicle diagnostics, and voice control. The system works in parallel with Android Auto and Apple CarPlay to deliver seamless smartphone integration, and access to users' favourite apps.

"This strategic partnership will enable us to offer many more drivers maximum connectivity at the wheel, supported by a comprehensive European data network. The system will launch across Europe next year with the arrival of upcoming Hyundai and Kia models, meaning customers will have the most accurate and relevant information at their fingertips," said Jungsik Suh, Senior Vice President of ICT Division at Hyundai Motor Group.

Vodafone's Director of IoT, Stefano Gastaut, said: "We are proud to be working with both Hyundai and Kia Motors to enhance the driving experience for their customers in Europe. Vodafone has extensive experience in providing connected car solutions to the automotive industry, helping car manufacturers continually innovate their in-car technology and customer experience. We're delighted to include Hyundai and Kia Motors as partners in this fast-evolving market."

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ABOUT HYUNDAI MOTOR GROUP

Hyundai Motor Group is a global corporation that has created a value chain based on automobiles, steel, and construction and includes logistics, finance, IT and service. With about 250,000 employees worldwide, the group's automobile brands include Hyundai Motor Co. and Kia Motors Corp. Armed with creative thinking, cooperative communication and the will to take on all challenges, we are working to create a better future for all.

For more information on Hyundai Motor Group, please see:

<https://www.hyundaimotorgroup.com>

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