

# News Release

## Hyundai Motor Europe HQ reports record annual sales result for fourth time in a row

- Another record year for Hyundai Motor Europe HQ with 543,292 registrations
- Registrations increased by 3.9 percent — and outpaced market trend
- Future mobility line-up and models like Tucson and i-range are constant growth drivers

**Offenbach, January 16, 2019** – Hyundai Motor Europe HQ finished a fourth consecutive year with record results, according to the latest data from the European Automobile Manufacturers Association (ACEA), with 543,292 new-car registrations in 2018. This corresponds to an increase of 3.9% year-on-year in Europe, outperforming the overall market trend. Among the main growth territories year-on-year were the results in France (+18%), Spain (+13%) and Germany (+6%).

The main sales drivers included the Tucson and the i-range, as well as the company's future mobility models. Hyundai Motor Europe HQ's role was recently enhanced to create greater autonomy at a regional level, which is intended to further strengthen the company's presence in the market and to foster sustainable growth for the future.

Outpacing the stagnating automotive market in Europe, Hyundai continued to gain market share, finishing last year with 3.5% of the new-car market, according to ACEA. The new sales record came not least due to the high-quality product portfolio: with multiple new model launches in 2018, the Hyundai line-up is one of the youngest in the industry. The New Tucson compact SUV was once again the most successful model, followed by many other made-in-Europe ranges, including the New i20 in second place, the i10 (3rd) and the i30 (4th). Meanwhile, in its first full year of sales, the Kona conquered new customer groups and accounted for Hyundai's strong position in the trending subcompact SUV segment.

Another important success factor is the progressive future mobility line-up which was significantly enhanced in 2018. The IONIQ range was joined by the Kona Electric and the fuel cell-powered NEXO, placing Hyundai among the leaders in electrified vehicles. The company offers an unmatched selection of electrified models in the field of low-emission to zero-emission vehicles.

"Thanks to our wide and customer-focused product line-up, we were once again able to convince a record number of new and returning customers in Europe to buy a Hyundai. This and the high level of customer satisfaction are the main reasons that we grow faster than the market," says Thomas A. Schmid, Chief Operating Officer at Hyundai Motor Europe HQ. "Our pioneering models such as the Kona Electric and the

NEXO ensure that we are already meeting consumers' growing demand for a more sustainable car and are ready for the mobility requirements of the future.”

Hyundai will continue to develop a wide range of electrified powertrains — hybrid, electric and fuel cell vehicles (FCEV) — to strengthen its position as one of the world's leading manufacturers in the field of clean mobility. By 2025, the brands in Hyundai Motor Group are planning to offer a total of 44 electrified models accounting for 1.67 million units annually. Hyundai is committed to invest approximately 8 trillion KRW (approximately \$7 billion) in fuel cell technologies including FCEVs by 2030 — an area in which it has already established technological leadership.

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### **About Hyundai Motor Europe**

In 2018, Hyundai Motor achieved registrations of 543,292 vehicles in Europe – an increase of 3.9 percent compared to 2017, growing stronger than the market. 2018 was the fourth consecutive year with a record sales result. Hyundai has the youngest line-up in Europe and 75 percent 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 41 European countries through close to 3,000 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.