

News Release

Hyundai Motor's efforts in Europe against COVID-19

- Hyundai Motor has undertaken a series of philanthropic initiatives to support health services across Europe during the COVID-19 pandemic
- The company is lending more than 300 cars to medical staff and key workers across the continent
- Hyundai is also taking measures to support customers through digital car-buying services and extended warranties

Offenbach, 13 May 2020 – Hyundai Motor is undertaking a wide range of philanthropic initiatives to support health services across Europe during the COVID-19 pandemic. In addition to lending more than 300 cars to key workers, the company is also taking several measures to support customers and address the critical issues generated by the emergency.

Ordinarily, Hyundai provides fleet vehicles to journalists and customers for testing. However, in the wake of the COVID-19 pandemic, the company is donating these cars to help meet the mobility needs of those in essential services such as healthcare workers on the continent as they attempt to deal with the crisis.

“Social responsibility is a key aspect of the company’s corporate philosophy, and we are determined to provide as much support as possible for those in need throughout the current crisis, including health workers, our customers and our employees,” says Andreas-Christoph Hofmann, Vice President Marketing and Product at Hyundai Motor Europe. “It is important for us to make such a contribution to society, and it fits with the human-centric approach of our ‘Progress for Humanity’ vision.”

Vehicle donations to health institutions

In the UK, Hyundai is working hard to support key workers in its community by loaning a fleet of cars to NHS Buckinghamshire’s volunteer effort and by donating of 10,000 disposable seat covers to local authorities. The Hyundai cars will go to key volunteers working to deliver medicine,

information leaflets and patients near the company's UK headquarters in High Wycombe and across Buckinghamshire.

For several seasons in France, Hyundai has been offering Olympique Lyonnais supporters the opportunity to go to the Groupama Stadium on match days in Hyundai vehicles with the #PartagerHyundai, or "Share Hyundai", activation. In addition to carpooling, this initiative converts kilometres travelled into donations to the club's OL Foundation. In the context of the current health crisis, Hyundai Motor France has decided to make its donation for the 2019/20 season dedicated to the fight against COVID-19. This figure stands at €22,500, which will be redistributed to help the country's emergency services.

In Italy, Hyundai has delivered a fleet of cars to the Italian Red Cross with the aim of strengthening support services for the population in the most affected regions. Hyundai SUVs and city cars will be used by Italian Red Cross health workers and volunteers who are engaged in activities such as home healthcare and delivering groceries, basic necessities and medicines.

Support for the Italian Red Cross follows another initiative by Hyundai Motor Italy in recent weeks to support some hospitals in Lombardy, the region in Italy hardest hit by the coronavirus pandemic. A fleet of vehicles has been assigned to support the numerous mobility requests for staff, collaborators and volunteers working in three different hospitals: the IRCCS San Raffaele Hospital in Milan, the ASST Fatebenefratelli Sacco in Milan, and the Istituto di Cura Città di Pavia in Pavia.

In Spain, Hyundai has launched an initiative called #YoCedoMiCoche, or "I give up my car". The project, which launched on 19 March, aims to transfer vehicles from the company's fleet to hospital personnel to facilitate on-the-go safety. Since Hyundai started the initiative, several other auto manufacturers have joined in as well, and it has now spread throughout the country.

Through Hyundai's Spanish dealer network, 113 vehicles have been made available to local health centres and hospitals. These are in addition to the fleet of 58 vehicles that the company has lent to three hospitals in Madrid: the University Hospital of La Paz, the General University Hospital Gregorio Marañón and the University Hospital Ramón y Cajal.

Meanwhile, in Poland, Hyundai has donated ten cars to the Central Medical Hospital of the Ministry of Interior and Administration in Warsaw, the institution dedicated to treating patients with COVID-19, to support the hospital crew during the pandemic. The cars will be used by the hospital workers such as doctors running between the hospital and laboratories, or for other tasks assigned by hospital management as needed.

Actions to support customers

In addition to supporting health workers, Hyundai is also caring for its customers during this

unprecedented crisis. The company has initiated the global Hyundai CARE programme, which means that customers whose warranty ends during the crisis period will receive a free extension for the company's vehicles until the end of May.

With all showrooms currently closed in Britain, Hyundai Motor UK has updated its pioneering digital car-buying service, Click to Buy, which went live on 8 April. Click to Buy offers customers the ultimate flexibility and the greatest ever selection of available stock online, including the company's multi-award winning electric range.

In Germany, Hyundai has launched a new online showroom allowing customers to receive expert advice completely digitally. The company is exhibiting four cars in a 350 square metre exhibition space and has four presenters simultaneously providing detailed and individualised information about the respective products. Together with the presenter, customers can configure individual models and arrange test drives at their local Hyundai dealer.

Hyundai's partners have taken comprehensive hygiene and safety precautions in the course of the reopening, and will also be supported in the after-sales summer campaign. For example, participating dealers will be provided with free high-quality disinfectants from Hyundai Motor Germany, and dealers have also received 50,000 face masks free of charge.

Meanwhile, in Italy, Hyundai has created the #TorneremoAViaggiare campaign, which offers customers a series of promotions and initiatives created specifically as support to better address the critical issues generated by the coronavirus emergency. Potential customers interested in purchasing a new car can download a voucher from Hyundai's website, in addition to conventional promotions.

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About Hyundai Motor Europe HQ

Hyundai Motor Europe HQ was formally established in 2000 with its main office in Offenbach, Germany. Hyundai currently sells cars in 41 European countries through 3,000 outlets and in 2019 achieved registrations of 563,018 vehicles in the region – an increase of 3.8 percent compared to 2018, a higher rate than the market average. 2019 was the fifth consecutive year with a record sales result. 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. By end of 2020, Hyundai will offer one of the youngest product ranges with almost all models younger than 1 ½ years old. Also by then, over 75% of Hyundai's line-up in Europe will be available as an electrified version.

Hyundai 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 HQ and its products is available at 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 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.

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