

News Release

HYUNDAI MOTOR UK STRENGTHENS FLEET & BUSINESS OFFERING

- Hyundai Motor UK has strengthened its Fleet & Business infrastructure as part of plans to support the needs of more fleet customers. In addition to a comprehensive range of fleet-friendly vehicles, including a number of alternative-fuel cars, Hyundai has significantly developed its fleet team and dealer network.
- Michael Stewart, Director of Fleet, and Tim White, National Fleet Sales Manager, both joined the business in 2018 as part of a greatly expanded fleet team.
- New Fleet Aftersales Charter, dedicated Fleet Support Line and National Fleet Centre Programme ensure the best possible experience for business customers.
- Hyundai achieved record Fleet & Business sales in 2018, retailing 50,571 units or 56.2% of total Hyundai sales volume.

High Wycombe, 25 March 2019 – Following its best year ever for Fleet & Business sales in 2018, Hyundai Motor UK has further strengthened its business offering with a raft of investments across the board. With a new team, a fleet-friendly product line-up, dedicated Fleet & Business initiatives and new partnerships in the pipeline, Hyundai Motor UK now has the structure to support the needs of more fleet customers than ever before.

In 2018, Hyundai sold 50,571 units in the Fleet & Business sector, or 56.2% of the total Hyundai sales volume. Key fleet-friendly Hyundai models played their part in the success, with Tucson and i10 retailing 19,919 and 7,625 units respectively. Hyundai's market-leading innovations in alternative-fuel vehicles also shone, with the IONIQ – recently named Carbuyer.co.uk's Company Car of the Year – achieving 6,360 Fleet & Business sales. The Kona crossover, meanwhile, offers style and practicality in the fastest growing area of the fleet sector, with the option of a 279-mile fully-electric version, too.

Its fleet-focused offerings will continue to grow, too. Pricing for the Hyundai NEXO Fuel Cell Vehicle has just been announced – at £65,995 including PICG – and an updated version of the IONIQ is available later this year, alongside a Tucson 48V mild hybrid variant which will be offered with a 1.6-litre CRDi engine. Before the year is out, one further electrified model will also join the range, ensuring Hyundai maintains its position as a pioneer in alternative-fuel vehicles.

Instrumental to the development of Hyundai's Fleet & Business strategy are two senior appointments made during 2018; Michael Stewart as Director of Fleet and Tim White as National Fleet Sales Manager. Bringing nearly 35 years of top level automotive industry experience, Michael and Tim are core to the growing team of Fleet & Business specialists at Hyundai Motor UK, which also includes a new Planning and Operations Manager, Denis Watling and a National Contract Hire & Leasing Manager, Gareth Thomas.

Michael Stewart, Hyundai Motor UK Director of Fleet, said: *"Since joining Hyundai Motor UK in 2018, we've been incredibly busy building the fleet infrastructure that Hyundai's astonishing model line-up deserves. Thanks to an expanded team of hugely experienced fleet specialists, some key developments to our dealer network and an absolute dedication to delivering the best experience for our fleet and business customers, I believe Hyundai now has all the necessary ingredients to really build on the progress that it has made in the fleet sector during recent years. Importantly, though, we're not chasing volumes; our strategy is closely aligned to sustainable growth in True Fleet sales."*

Under Michael's leadership, the Hyundai Motor UK retailer network has been geared up to focus on fleet, with a new National Fleet Centre Programme. Around 15 large fleet centres have been established around the country, with a dedicated Hyundai fleet structure, national fleet delivery capability and pre-delivery inspection capacity for over 1,000 vehicles each. These Fleet Centres will provide support to the entire Hyundai retail network of 163 sites, ensuring each and every Hyundai dealer can play a role in fleet sales.

In pursuit of delivering the best possible experience for customers, Hyundai has introduced its new Fleet Aftersales Charter and a dedicated fleet support line. With transparent pricing and processes, the Fleet Charter sets out a commitment to reduce cost of ownership for fleets, including hourly labour rates capped at £60 (+VAT), a discount on MoT costs and a 10% discount on parts and accessories. The Charter also guarantees a service appointment within 48 hrs, and offers a 'Fleet Response' service which sets a target of 60 minutes to diagnose an issue, or provide alternative onward transport. Hyundai has been awarded Best SME Aftersales Programme by Business Car Manager for five consecutive years.

The Fleet Support line, meanwhile, is a dedicated team located within Hyundai Customer Services, available either by email or telephone to all Contract Hire & Leasing Companies, Fleet Operators and Blue Light Operators. The Fleet Support line has worked hard to ensure cases are actioned and completed as quickly as possible, significantly reducing down the duration of open cases.

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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 available in more than 200 countries. Employing more than 110,000 employees worldwide, Hyundai sold more than 4.5 million vehicles globally. Hyundai Motor Company 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.

About Hyundai Motor UK

Hyundai has sold vehicles in the UK since 1982. In 2005, Hyundai opened its own UK subsidiary, Hyundai Motor UK Ltd, based in High Wycombe. Since 2008, the company has risen from 23rd to one of the top 10 car manufacturers in the UK and last year sold 90,000 vehicles with 3.8% market share. Hyundai Motor UK employs more than 3,000 people through its UK operations and dealer network. Hyundai offers consumers a range of technically advanced vehicles from the electrified IONIQ range, the 279 mile range KONA Electric and the hydrogen fuel cell NEXO, as well as award winning vehicles such as the i10 city car, the high performance N range and the trusted and capable SUV ranges of KONA, Tucson and Santa Fe. All passenger cars come with Hyundai's industry-leading 5 Year Unlimited Mileage Warranty package. Further information about Hyundai and its products is available at www.hyundai.co.uk.

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