

News Release

It's no longer 'Keeping up with the Joneses' -

It's now 'Keeping up with the Greens'!

- New survey reveals that 70% of UK adults view man-made climate change and ocean pollution as biggest threat to humanity
- 22% of those surveyed admitted to trying to outdo their peers when it comes to recycling and reducing their carbon footprint
- One-in-five had fallen out with a friend or neighbour because they thought they were harming the environment and 15% judge their neighbours for their lack of recycling
- More than half get annoyed at neighbours who put recyclable items in with general waste
- 80% of UK adults take pleasure in recycling while 70% have tried to be more energy efficient over the past two years
- Nearly 60 percent would consider owning an electric or hybrid vehicle instead of a petrol or diesel to cut down on their carbon emissions

High Wycombe, 23 September 2019: Eco-conscious Brits are now 'Keeping up with the Greens' by trying to outdo their friends and neighbours in the environmental stakes.

Research has revealed more than two-thirds (70 per cent) of UK adults view man-made climate change and ocean pollution as the biggest threat to humanity.

And while one-upmanship was traditionally confined to competitions over who has the flashiest gadgets or the tidiest front garden, things are taking a shift towards being green.

A survey found 22 per cent admitted they try to outdo their peers when it comes to recycling and reducing their carbon footprint.

One-in-five said they had fallen out with a friend or neighbour because they thought they were harming the environment.

And 15 per cent judge their neighbours for their lack of recycling.

The survey by Hyundai showed four-in-ten adults actively inform friends and family if they

have bought an eco-friendly product.

More than half (58 per cent) admitted they get annoyed at neighbours who put recyclable items in with general waste.

To make a point, one in 13 made a habit of ensuring their neighbours could see how much recycling they putting out on bin day.

The research also revealed 80 per cent of UK adults take pleasure in recycling while 70 per cent have tried to be more energy efficient over the past two years.

A third of adults said they have or are considering cutting back on beef and dairy consumption.

When it comes to car buying, the vehicle's green credentials are four times as important as its acceleration and top speed.

Nearly 60 percent would consider owning an electric or hybrid vehicle instead of a petrol or diesel to cut down on their carbon emissions.

However, cost (58 per cent) was the biggest concern for Brits considering an eco-friendly car, followed by a worry there aren't enough charging points (54 per cent).

The time it takes to charge a car and range anxiety (both 46 per cent) were other concerns.

Hyundai commissioned OnePoll to carry out the research to highlight its range of eco-friendly vehicles.

It is the only car company in the UK that sells battery electric models, hybrids, plug-in hybrids and hydrogen fuel cell cars.

The firm has just added the new zero-emission IONIQ Electric family saloon to the range, which starts from £29,450, has a range of up to 194 miles, and is also available in hybrid and plugin hybrid powertrains.

As well as the new Kona Hybrid crossover priced from £22,495, which joins the zero-emission Kona Electric offering a range of up to 279 miles.

A spokesperson from Hyundai said: "The findings show how important the environment is to people living in the United Kingdom, with 70 per cent of respondents regarding man-made climate change and pollution as the biggest issue facing humanity.

"Hyundai is committed to accelerating the transition to clean mobility and is investing heavily into alternative-fuel vehicles.

“We already have zero emission models like the Kona Electric and the NEXO fuel cell which actually cleans the air as it’s driven, and by the middle of next year nearly 80% of our line-up will be available as an electrified version. This will give motorists a wide range of choice and allow them to make the switch to a more environmentally-friendly car that will still suit their needs.”

Londoners are most likely to try and outdo their friends and family when it comes to recycling and reducing their carbon footprint (33 per cent), while those in East Anglia (14 per cent) are the least competitive.

Those in the capital (32 per cent) are also most likely to buy an eco-friendly product after being influenced by a neighbour or friend, while residents in the North-West are least likely (16 per cent).

And people in the South West are most likely to regard themselves as environmentally conscious (86 per cent), beating Londoners to top spot (85 per cent). Making up the top five were Scotland, West Midlands and Yorkshire and the Humber.

*Which region regards itself as the most environmentally conscious:

- South West
- London
- Scotland
- West Midlands
- Yorkshire and the Humber
- East Midlands
- North-East
- Wales
- South-East
- East Anglia
- North-West
- Northern Ireland

*Most popular things Brits are considering doing or have done to be green:

- Walking more
- Cutting back on beef and dairy consumption
- Switching to a renewable energy supplier
- Buy secondhand clothes over new clothes
- Buy secondhand furniture over new furniture
- Reducing air travel
- Buy or rent a more energy efficient home
- Recycling
- Reducing plastic usage
- Switching of lights and appliances when not using them
- Growing their own fruit and veg
- Purchased a hybrid or electric car

-Ends-

About Hyundai Motor

Established in 1967, Hyundai Motor Company is committed to becoming a lifetime partner in automobiles and beyond. The company leads the Hyundai Motor Group, an innovative business structure capable of circulating resources from molten iron to finished cars. Hyundai Motor has eight manufacturing bases and seven design & technical centres worldwide and in 2017 sold 4.5 million vehicles globally. With more than 110,000 employees worldwide, Hyundai Motor continues to enhance its product line-up with localized models and strives to strengthen its leadership in clean technology.

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 a 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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