

### **About Hyundai Motor Deutschland**

Hyundai Motor Deutschland GmbH, based in Offenbach am Main, is a owned subsidiary of the South Korean Hyundai Motor Company. Hyundai started selling its products on the German market 30 years ago. The vehicle stock grew from just under 3,000 units at the end of 1991 to over 1.33 million today. In the Corona year 2020, Hyundai achieved a market share of 3.6 per cent with around 105,000 registrations, matching the record figure of the previous year. Hyundai thus remains the strongest Asian brand in Germany. 75 percent of Hyundai models have an electrified drive. Convincing for customers are, besides the attractive design and a very good price-value ratio, the 5-year warranty package without mileage limit and eight-year warranty for battery electric vehicles. At the European Research, Development and Design Centre in Rüsselsheim, two thirds of all vehicles sold in Europe are designed, engineered and tested. Hyundai produces for the European market at two locations: in the Czech Republic and Turkey.

Hyundai Motorsport GmbH, founded at the end of 2012 and based in Alzenau, is responsible for the brand's worldwide motorsport activities. These include the involvement in the World Rally Championship (WRC), customer sport and projects with electrically powered racing cars. Hyundai quickly established itself in the World Rally Championship and took a victory in its debut season in 2014. In 2019, the first manufacturer's title was achieved, which was successfully defended in 2020. In September 2019, the all-electric touring car VELOSTER N ETCR was presented, designed and built at the company's headquarters in Alzenau. It ushers in a new era in which electric motorsport will be one of the company's pillars.

In 2017, Hyundai established the N sub-brand and presented the i30 N, the brand's first high-performance vehicle. Three years later, Hyundai expanded its range of sporty high-performance vehicles with the i20 N, followed shortly thereafter by the KONA N, another new addition to the N model portfolio. The "N" in the model name stands for the close connection between the Korean research and development center in Namyang and the world's most demanding test and race track, the Nürburgring. All N models are based on the three pillars of the Hyundai N philosophy- agile cornering, everyday sportscar and race track capability.