

2015 QUICK FACTS

> FEBRUARY

HYUNDAI MOTOR COMPANY

www.hyundaiglobalnews.com

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OVERVIEW



NEW THINKING.
NEW POSSIBILITIES.

NEW THINKING. NEW POSSIBILITIES.

OVERVIEW

| | |
|------------------|---|
| NAME | Hyundai Motor Company |
| HEADQUARTERS | 231, Yangjae-dong, Seocho-gu, Seoul, Korea |
| BUSINESS AREA | Manufacturing and sales of vehicles (Passenger Cars, RVs, CVs) |
| GLOBAL SALES | 4.96 million units (2014) |
| NO. OF EMPLOYEES | 104,731 (as of Dec.31, 2013) |
| MANAGEMENT | <p>[Internal Board of Directors]</p> <ul style="list-style-type: none">• Mong-Koo Chung (Chairman & CEO)• Euisun Chung (Vice Chairman)• Choong Ho Kim (President & CEO)• Gaphan Yoon (Executive Vice President & CEO) <p>[External Board of Directors]</p> <ul style="list-style-type: none">• Se Bin Oh• Il Hyung Kang• Young Chul Yim• Sung Il Nam• You Jae Yi |



1. MANAGEMENT PHILOSOPHY

Realize the dream of mankind by creating a new future through ingenious thinking and continuously challenging new frontiers

2. CORE VALUES



3. VISION

Lifetime partner in automobiles and beyond

4. BRAND & DESIGN

Modern Premium

Hyundai's brand direction. Modern Premium is the brand image, we are aiming for

- by providing more customers with new experiences and values
- by going beyond their expectations through Hyundai's own creative ways.

New Thinking. New Possibilities.

Hyundai's brand slogan. Hyundai's new way of thinking is to share the premium value with more people. We make new possibilities for people and our planet by constantly coming up with new ideas.

Fluidic Sculpture

Hyundai's design philosophy. While 'Fluidic' means developing automotive styling inspired by and coexisting with nature, 'Sculpture' means creating artistic value through a detailed and refined sculptural modeling process.

FINANCIAL HIGHLIGHTS



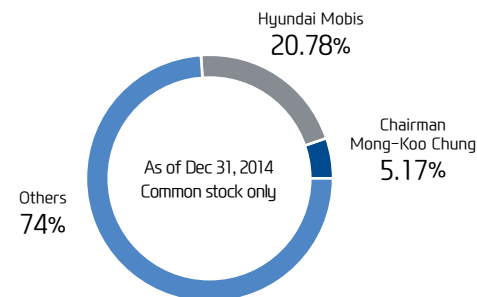
1. DATE OF LISTING Jun. 28, 1974

2. CAPITAL STOCK

| | No. of Shares | Composition Rate |
|-----------------|---------------|------------------|
| Common Stock | 220,276,479 | 77.1% |
| Preferred Stock | 65,202,146 | 22.9% |
| Total | 285,478,625 | 100% |

Dec 31, 2014

3. MAJOR SHAREHOLDERS



5. INCOME STATEMENTS

(KRW Billion)

| | 2014 | 2013 | Change |
|------------------|--------|--------|---------|
| Sales Revenue | 89,256 | 87,308 | 2.2% |
| Gross Profit | 19,130 | 19,448 | △ 1.6% |
| Margin(%) | 21.4 | 22.3 | |
| SG & A | 11,580 | 11,133 | 4.0% |
| Portion(%) | 13.0 | 12.8 | |
| Operating Profit | 7,550 | 8,315 | △ 9.2% |
| Margin(%) | 8.5 | 9.5 | |
| Recurring Profit | 9,951 | 11,697 | △ 14.9% |
| Margin(%) | 11.1 | 13.4 | |
| Net Profit | 7,649 | 8,993 | △ 14.9% |
| Margin(%) | 8.6 | 10.3 | |
| Depreciation | 1,844 | 1,769 | |
| Amortization | 706 | 782 | |
| EBITDA | 10,100 | 10,867 | |

6. FINANCIAL SUMMARY BY DIVISION

(KRW Billion)

| | 2014 | 2013 | Change |
|--------------------------|--------|--------|---------|
| Sales Revenue | 89,256 | 87,308 | 2.2% |
| Automotive | 72,308 | 71,535 | 1.1% |
| Finance | 10,770 | 9,893 | 8.9% |
| Others | 6,178 | 5,880 | 5.1% |
| Operating Profit | 7,550 | 8,315 | △ 9.2% |
| Automotive | 5,807 | 6,413 | △ 9.4% |
| Finance | 1,061 | 1,120 | △ 5.3% |
| Others | 192 | 388 | △ 50.7% |
| Consolidation adjustment | 490 | 394 | 24.4% |

Source : 2013 & 2014 Business Results

* Starting from 2011, Hyundai Motor based its earnings on IFRS, replacing K-GAAP.

7. CONSOLIDATED STATEMENT OF FINANCIAL POSITION

(KRW Billion)

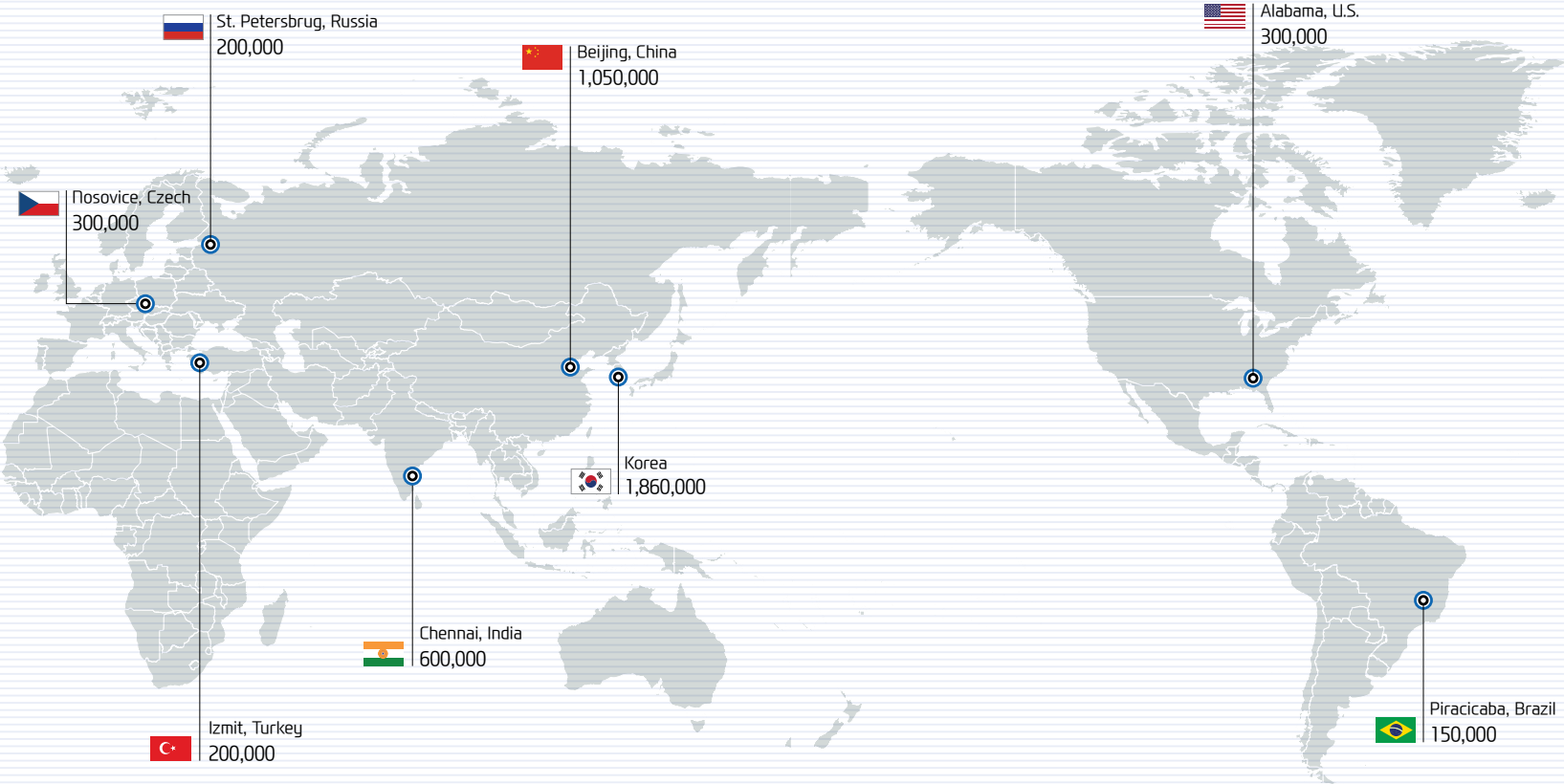
| | 2014 | 2013 | Change |
|---------------------------|---------|---------|--------|
| Assets | 147,225 | 133,421 | 13,804 |
| Current Assets | 65,026 | 58,856 | 6,170 |
| Cash & Cash Equivalents* | 25,888 | 22,162 | 3,726 |
| Liabilities | 84,605 | 76,839 | 7,766 |
| Current Liabilities | 35,180 | 31,920 | 3,260 |
| Short & Long-Term Debt | 54,258 | 47,967 | 6,291 |
| Provision | 6,727 | 6,906 | △ 179 |
| Equity | 62,621 | 56,583 | 6,038 |
| Current Ratio (%) | 184.8 | 184.4 | |
| Debt / Equity Ratio (%) | 86.6 | 84.8 | |
| Net Debt | 28,370 | 26,219 | |
| EBITDA / Interest Expense | 33.6x | 31.8x | |

GLOBAL
OPERATIONS

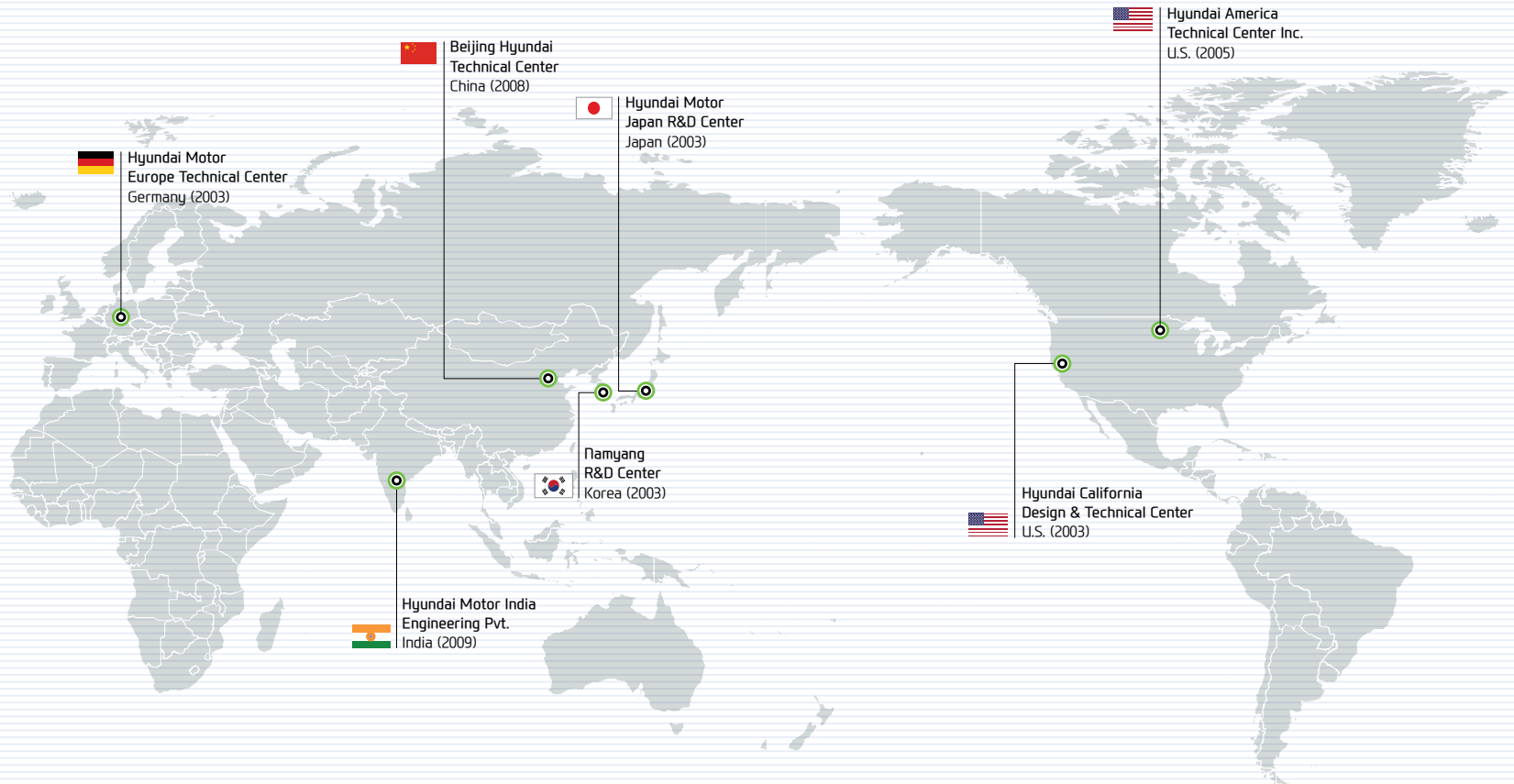


NEW THINKING.
NEW POSSIBILITIES.

1. PLANTS (CAPACITY)



2. GLOBAL R&D SITES (EST.)



3. PRODUCTION

1_ Korea Production

(Unit : thousand)

| Plant | | Model | 2014 | 2013 |
|--------|-------------|----------------------|-------|-------|
| Ulsan | Plant 1 | Accent (RB) | 281 | 272 |
| | | Veloster | 51 | 61 |
| | Plant 2 | Avante (Elantra, MD) | 73 | 64 |
| | | i40 | 37 | 50 |
| | | Santa Fe (DM) | 170 | 174 |
| | | Veracruz | 5 | 6 |
| | | | | |
| | Plant 3 | Avante (Elantra, MD) | 276 | 279 |
| | | i30 (GD) | 81 | 94 |
| | Plant 4 | Starex (H-1) | 86 | 84 |
| | | Maxcruz | 59 | 50 |
| | | Porter (H-100) | 115 | 112 |
| | Plant 5 | Genesis (BH) | 0.1 | 37 |
| | | Genesis (DH) | 71 | 3 |
| | | Equus (Centennial) | 13 | 18 |
| | | Genesis Coupe | 11 | 18 |
| | | Tucson ix | 196 | 191 |
| | Total | | 1,525 | 1,513 |
| Asan | | Sonata (NF) | - | 7 |
| | | Sonata (YF) | 72 | 150 |
| | | Sonata (LF) | 96 | - |
| | | Grandeur | 107 | 121 |
| | | Asian | 6 | - |
| | Total | | 281 | 278 |
| Jeonju | Bus & Truck | | 70 | 60 |
| Total | | | 1,876 | 1,850 |

2_ Overseas Production

(Unit : thousand)

| Plant | Model | 2014 | 2013 |
|---------------|----------------------|---------|-------|
| HMI (India) | Santro | 30 | 43 |
| | Eon | 96 | 112 |
| | i10 (PA) | 65 | 212 |
| | i10 (BA) | 236 | 47 |
| | i20 (PB) | 71 | 132 |
| | i20 (IB) | 48 | - |
| | Accent (LC) | 24 | 33 |
| | Verna (RB) | 36 | 48 |
| | Elantra (MD) | 3 | 5 |
| | Sonata (YF) | 0.1 | 0.2 |
| HAOS (Turkey) | Santa Fe | 2 | 0.5 |
| | Total | 611.1 | 633 |
| | i10 (IA) | 101 | 18 |
| | i20 (PB) | 73 | 84 |
| | i20(GB) | 29 | 18 |
| | Total | 203 | 102 |
| BHMC (China) | Accent (MC) | - | 0.4 |
| | Accent (RB) | 232 | 202 |
| | Elantra (XD) | 32 | 35 |
| | Elantra Yuedong (HD) | 138 | 173 |
| | Elantra (MD) | 251 | 206 |
| | Mistra (CF) | 136 | 18 |
| | Sonata (EF) | 9 | 15 |
| | Sonata (YF) | 54 | 106 |
| | Tucson | 171 | 211 |
| | Santa Fe | 72 | 74 |
| HMMA (U.S.) | GC | 25 | - |
| | commercial vehicles | 23 | 45 |
| | Total | 1,120 | 1,086 |
| | Elantra (Avante) | 163 | 194 |
| | Sonata (YF) | 76 | 206 |
| | Sonata (LF) | 160 | 194 |
| | Total | 399 | 400 |
| HMMC (Czech) | i30 (GD) | 99 | 125 |
| | ix20 | 35 | 35 |
| | ix35 | 173 | 143 |
| | Total | 307 | 303 |
| HMMR (Russia) | Solaris(RB) | 132 | 128 |
| | Rio (Kia) | 105 | 101 |
| | Total | 237 | 229 |
| HMB (Brazil) | HB20 | 179 | 167 |
| Total | | 3,056.1 | 2,920 |

4. SALES

1_ Unit Sales

(Unit : thousand)

| | | 2014 | 2013 | 2012 | 2011 | 2010 |
|-----------------------|----------|-------|-------|-------|--------|--------|
| Domestic plants | Domestic | 684 | 640 | 667 | 682 | 658 |
| | Exports | 1,195 | 1,180 | 1,244 | 1,202 | 1,073 |
| Overseas Subsidiaries | | 3,083 | 2,912 | 2,499 | 2,175 | 1,882 |
| YoY | | 4.80% | 7.30% | 8.60% | 12.40% | 16.30% |
| Total | | 4,962 | 4,732 | 4,410 | 4,059 | 3,612 |

Note : Hyundai has seven manufacturing bases outside of South Korea including Brazil, China, the Czech Republic, India, Turkey and the U.S

2_ Top Selling Models

| 2014 | | | | |
|------|------------------|----------|------------------|----------|
| | | Overseas | | Domestic |
| | Model | Units | Model | Units |
| 1 | Avante (Elantra) | 800,455 | Sonata | 108,014 |
| 2 | Accent (Verna) | 538,450 | Porter (H-100) | 95,698 |
| 3 | Tucson (ix35) | 490,821 | Avante (Elantra) | 93,895 |
| 4 | i10 | 381,061 | Grandeur (Azera) | 93,209 |
| 5 | Sonata | 335,536 | Santa Fe | 77,689 |
| 6 | Santa Fe | 319,089 | Strarex (H-1) | 45,642 |

| 2013 | | | | |
|------|------------------|----------|------------------|----------|
| | | Overseas | | Domestic |
| | Model | Units | Model | Units |
| 1 | Avante (Elantra) | 838,059 | Avante (Elantra) | 93,966 |
| 2 | Accent (Verna) | 509,082 | Porter (H-100) | 92,029 |
| 3 | Tucson (ix35) | 505,800 | Sonata | 89,400 |
| 4 | Sonata | 383,423 | Grandeur (Azera) | 88,501 |
| 5 | Santa Fe | 287,173 | Santa Fe | 78,772 |
| 6 | i10 | 263,557 | Strarex (H-1) | 43,038 |

5. SALES BY COUNTRY & MARKET SHARE

1_ Korea

| | | |
|------|---------------|-------|
| 2014 | 685,191 units | 41.3% |
| 2013 | 640,865 units | 41.6% |
| 2012 | 667,777 units | 47.3% |

Source : KAMA(Korea Automotive Manufacturing Association)

2_ U.S.

| | | |
|------|---------------|------|
| 2014 | 725,718 units | 4.4% |
| 2013 | 720,783 units | 4.6% |
| 2012 | 703,007 units | 4.9% |

Source : HMA(Hyundai Motor America)

3_ Europe

| | | |
|------|---------------|------|
| 2014 | 426,874 units | 2.9% |
| 2013 | 405,198 units | 3.4% |
| 2012 | 432,135 units | 3.5% |

Source : ACEA(European Automobile Manufacturers Association / Passenger car only)

4_ India

| | | |
|------|---------------|-------|
| 2014 | 406,622 units | 16.2% |
| 2013 | 377,001 units | 15.5% |
| 2012 | 391,276 units | 19.2% |

Source : SIAM(Society of Indian Automobile Manufacturers / Passenger car only)

5_ China

| | | |
|------|-----------------|------|
| 2014 | 1,100,109 units | 6.6% |
| 2013 | 1,010,086 units | 6.8% |
| 2012 | 855,995 units | 6.7% |

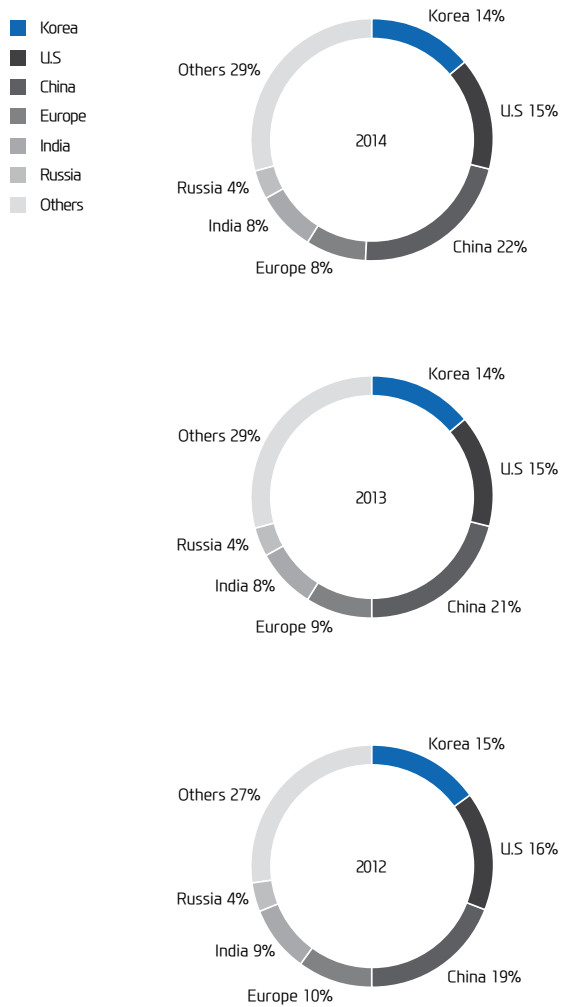
Source : CAAM (China Association of Automobile Manufacturers)

6_ Russia

| | | |
|------|---------------|------|
| 2014 | 179,631 units | 7.2% |
| 2013 | 181,153 units | 6.5% |
| 2012 | 174,286 units | 5.9% |

Source : AEB (Association of Europe Business)

6. SALES BY REGION



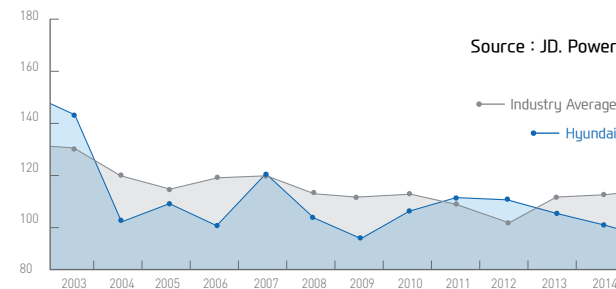
QUALITY &
BRAND



1. INITIAL QUALITY STUDY (J.D. POWER)

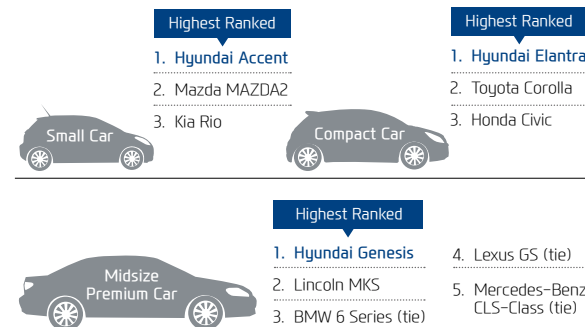
| | 2003 | 2004 | 2005 | 2006 | 2007 | 2008 | 2009 | 2010 | 2011 | 2012 | 2013 | 2014 |
|------------------|-------|------|-------|------|-------|-------|------|------|-------|-------|-------|------|
| Industry Average | 133 | 119 | 118 | 124 | 125 | 118 | 108 | 109 | 107 | 102 | 113 | 116 |
| Hyundai | 143 | 102 | 110 | 102 | 125 | 114 | 95 | 102 | 108 | 107 | 106 | 94 |
| Rank | 23/36 | 7/38 | 10/36 | 3/37 | 12/35 | 13/36 | 4/37 | 7/33 | 11/32 | 18/34 | 10/33 | 4/32 |

* Note : IQS measures new-vehicle quality after 90 days of ownership. Study results are communicated using a "problems per 100vehicles (PP100)" metric, where a lower PP100 indicates higher initial quality.



TOP MODEL PER SEGMENT

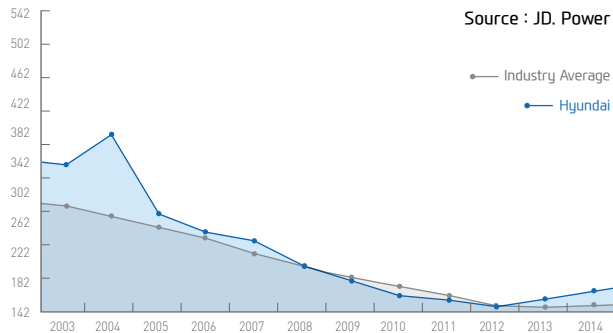
- Hyundai Highest Ranked Non-Premium Brand in 2014 J.D. Power IQS
- Genesis, Elantra and Accent Ranked Highest in 2014 J.D. Power IQS



2. VEHICLE DEPENDABILITY STUDY (J.D. POWER)

| | 2003 | 2004 | 2005 | 2006 | 2007 | 2008 | 2009 | 2010 | 2011 | 2012 | 2013 | 2014 |
|------------------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|
| Industry Average | 273 | 269 | 237 | 227 | 216 | 206 | 170 | 155 | 151 | 132 | 126 | 133 |
| Hyundai | 342 | 375 | 260 | 253 | 228 | 200 | 161 | 148 | 132 | 125 | 141 | 169 |
| Rank | 31/37 | 32/37 | 20/37 | 23/37 | 21/38 | 13/37 | 14/37 | 11/36 | 10/34 | 10/32 | 22/32 | 27/31 |

*Note : VDS measures problems experienced during the past 12 months by original owners of three-year-old vehicles.



3. BEST GLOBAL BRANDS BY INTERBRAND

| 2014 | | | 2013 | | |
|-----------|----------------|---------------------|-----------|-----------------|---------------------|
| Rank | Brand | Brand value (\$mln) | Rank | Brand | Brand value (\$mln) |
| 38 | Nescafe | 11,406 | 41 | accenture | 9,471 |
| 39 | Ford | 10,876 | 42 | Ford | 6,181 |
| 40 | Hyundai | 10,409 | 43 | Hyundai | 9,004 |
| 41 | Gucci | 10,385 | 44 | Goldman Sachs | 8,536 |
| 42 | Philips | 10,284 | 45 | Siemens | 8,503 |
| 43 | LOREAL | 10,162 | 46 | Sony | 8,408 |
| 44 | accenture | 9,882 | 47 | Thomson Reuters | 8,103 |
| 45 | Audi | 9,851 | 48 | Citi | 7,973 |
| 46 | Hermes | 8,977 | 49 | Danone | 7,968 |
| 47 | Goldman Sachs | 8,756 | 50 | Colgate | 7,833 |
| 48 | Citi | 8,737 | 51 | Audi | 7,767 |

Source : Interbrand

4. BEST GLOBAL BRANDS (AUTOMAKERS' RANKINGS ONLY)

| Rank (Auto) | Brand | Brand Value (US\$ billion) | | 2014 Rank (Total) |
|-------------|----------------|----------------------------|--------------|-------------------|
| | | | Y-o-Y | |
| 1 | Toyota | 42.4 | 19.9% | 8 |
| 2 | Mercedes | 34.3 | 7.6% | 10 |
| 3 | BMW | 34.2 | 7.5% | 11 |
| 4 | Honda | 21.7 | 17.2% | 20 |
| 5 | VW | 13.7 | 23.3% | 31 |
| 6 | Ford | 10.9 | 18.5% | 39 |
| 7 | Hyundai | 10.4 | 15.6% | 40 |
| 8 | Audi | 9.8 | 26.6% | 45 |
| 9 | Nissan | 7.6 | 22.9% | 56 |
| 10 | Porsche | 7.2 | 10.8% | 60 |
| 11 | Kia | 5.4 | 14.6% | 74 |

Source : Interbrand

HISTORY



NEW THINKING.
NEW POSSIBILITIES.

HISTORY

MAJOR MILESTONES

1970s

- 1967 Establishes **Hyundai Motor Company**
- 1968 Signs licensing agreement with **Ford UK** for CKD assembly of **Cortina**
- 1974 Introduces **Pony**, Hyundai's first proprietary car, at the Turin Motor Show



- 1976 Exports **Pony** to Ecuador for the first time

1980s

- 1981 Signs technical alliance with **Mitsubishi**
- 1983 Establishes **Hyundai Auto Canada**
- 1986 Enters U.S. market with **Excel**
- 1986 Launches **Grandeur** (Azera)
- 1988 Launches **Sonata**



MAJOR MILESTONES

1990s

- 1991 Introduces **Alpha** 4-cylinder gasoline engine, Hyundai's first proprietary engine
- 1991 Develops **Sonata Electric Vehicle**, Hyundai's first pure electric car
- 1994 Launches **Accent** (Verna)
- 1995 Introduces **Beta** 4-cylinder gasoline engine
- 1995 Opens **Jeonju plant** for commercial vehicle
- 1996 Opens **R&D Center** in Namyang, Korea
- 1996 Achieves cumulative sales of 10 million units
- 1996 Opens **Asan Plant**
- 1996 Launches **Tiburon** (Hyundai Coupe)
- 1997 Opens first overseas plant, **HAOS**, in Turkey
- 1997 Launches **Atos**
- 1997 Introduces **Epsilon** 4-cylinder gasoline engine
- 1998 Introduces **Delta** V-6 all-aluminum engine
- 1998 Opens plant in India, **HMI**
- 1998 Acquires **Kia Motors Corp.**
- 1998 Appoints **Mong-Koo Chung** as Chairman & CEO
- 1998 Partners with FIFA to sponsor World Cup
- 1999 Launches **Equus** (Centennial)
- 1999 Launches **Trajet**

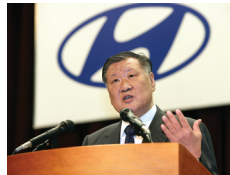
1991



1996



1998



2000s

- 2000 Signs strategic alliance with **Daimler-Chrysler**
- 2000 Establishes **Hyundai Motor Group**
- 2000 Moves its HQs to Yangjae-dong, Seoul
- 2000 Introduces **D-1 engine**, first diesel engine for passenger car
- 2001 Introduces **Santa Fe Fuel Cell Electric Vehicle**
- 2002 Opens **Hyundai-Kia Design & Technical Center** in Irvine, CA
- 2002 Launches **Getz** (Click)
- 2002 Establishes **Beijing Hyundai Motor Co.**
- 2002 Signs global engine alliance with **Daimler-Chrysler** and **Mitsubishi**
- 2003 Opens **Hyundai Motor Europe Technical Center GmbH** in Rüsselsheim, Germany
- 2004 Achieves cumulative export of 10 million units
- 2004 Develops **Tucson Fuel Cell Electric Vehicle / Getz gas-electric hybrid**
- 2005 Opens **California Proving Grounds**
- 2005 Opens plant in U.S., **HMM**
- 2005 Opens **Eco-Technology Research Institute** in Mabuk, Korea
- 2006 Launches **Veracruz**
- 2007 Launches **i10** in India
- 2008 Launches **Genesis**
- 2008 Opens 2nd plants in India, China
- 2008 Opens plant in Czech Republic, **HMMC**
- 2008 Launches **Genesis Coupe**

2000



MAJOR MILESTONES

2000s

- 2008 Introduces New **R**-Diesel Engine
- 2008 **Tau** included among 2009 Ward's 10 Best Engines
- 2009 Launches **Avante LPI Hybrid**, Hyundai's first hybrid car
- 2009 **Tau** included among 2010 Ward's 10 Best Engines

2010s

- 2010 Wins 2009 North American Car of the Year award (**Genesis**)
- 2010 Unveils **Sonata Hybrid**, Hyundai's first gasoline hybrid
- 2010 Unveils **BlueOn**, Hyundai's first full speed electric vehicle
- 2010 Opens plant in Russia, **HMMR**
- 2010 Introduces 8-speed auto transmission
- 2010 Breaks ground for a third plant in China
- 2010 **Tau** included among 2011 Ward's 10 Best Engines
- 2011 Introduces CNG hybrid bus
- 2011 Breaks ground for a plant in Brazil, **HMB**
- 2011 Launches **Veloster**
- 2011 Launches **i40**
- 2011 Launches **Eon** in India
- 2011 **Gamma** included among 2012 Ward's 10 Best Engines
- 2012 Wins 2011 North American Car of the Year award (**Elantra**)
- 2012 Wins 2013 Brazilian Car of the Year (**HB20**)
- 2012 Opens plant in Brazil, **HMB**
- 2013 Starts mass-production of **ix35 Fuel Cell**
- 2013 Launches World Rally Championship (WRC) Team
- 2013 Launches **All-New Genesis**
- 2013 Launches **Mistra** in China
- 2014 Launches **All-New Sonata**

2010



2013



HYUNDAI MOTOR COMPANY

2015 QUICK FACTS

PRODUCT LINE-UP



CARS



Centennial / Equus



Genesis



Genesis Coupe



Azera / Grandeur



Sonata



i40



i40 Sedan



Elantra



Elantra Coupe



i30



i30 3DR & Wagon



Veloster



Veloster Turbo



Accent 4DR



Accent 5DR



i20 5DR



i20 3DR



Grand i10



New Generation i10



Eon

* Product line-up may vary by country.

SUV



Grand Santa Fe



Santa Fe



Tucson / ix35



ix20

ECO



ix35 Fuel Cell



Sonata - Hybrid

COMMERCIAL



H - 1



H100



Truck



Bus



Special Vehicle



Special Vehicle



Bare Chassis

HYUNDAI MOTOR COMPANY

2015 QUICK FACTS

CONTACTS



NEW THINKING.
NEW POSSIBILITIES.

CONTACTS

Global PR Team

Email : globalpr@hyundai.com

Twitter : @hmcglobalpr

Useful links

Global corporate website : <http://worldwide.hyundai.com>

Global PR site : www.hyundaiglobalnews.com

WRC website : <http://motorsport.hyundai.com>