



2014 Quick Facts

HYUNDAI
MOTOR
COMPANY

www.hyundaiglobalnews.com

INDEX

Overview	4
Financial Highlights	8
Global Operations	14
Quality & Brand	24
History	30
Contacts	36

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	4.73 million units (2013)
No. of Employees	98,348 (as of Dec 31, 2012)
Management	<div><div>[Internal Board of Directors]</div><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)<div>[External Board of Directors]</div><ul style="list-style-type: none">• Se Bin Oh• Il Hyung Kang• Young Chul Yim• Sung Il Nam• You Jae Yi</div>



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

NEW THINKING.
NEW POSSIBILITIES.

1. Date of Listing

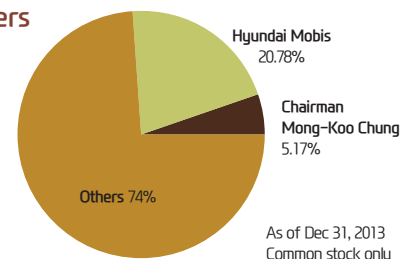
Jun. 28, 1974

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%

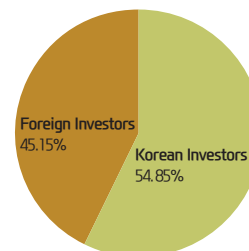
As of Dec 31, 2013

3. Major Shareholders



As of Dec 31, 2013
Common stock only

4. Investor Mix



As of Dec 31, 2013

5. Income Statements

(KRW Billion)

	2012	2013	Change
Sales Revenue	84,470	87,308	3.4%
Gross Profit	19,502	19,448	△0.3%
Margin (%)	23.1	22.3	
SG & A	11,061	11,132	0.6%
Portion (%)	13.1	12.8	
Operating Profit	8,441	8,316	△1.5%
Margin (%)	10.0	9.5	
Recurring Profit	11,610	11,697	0.7%
Margin (%)	13.7	13.4	
Net Profit	9,061	8,994	△0.7%
Margin (%)	10.7	10.3	
Depreciation	1,698	1,769	
Amortization	823	782	
EBITDA	10,961	10,867	

6. Financial Summary by Division

(KRW Billion)

	2012	2013	Change
Sales Revenue	84,470	87,308	3.4%
Automotive	71,307	71,535	0.3%
Finance	8,663	9,893	14.2%
Other	4,500	5,880	30.7%
Operating Profit	8,441	8,316	△1.5%
Automotive	6,719	6,413	△4.6%
Finance	1,178	1,120	△4.9%
Other	255	388	52.6%
Consolidation adjustment	289	394	36.3%

Source: 2013 Annual Business Results

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

7. Consolidated Statement of Financial Position

(KRW Billion)

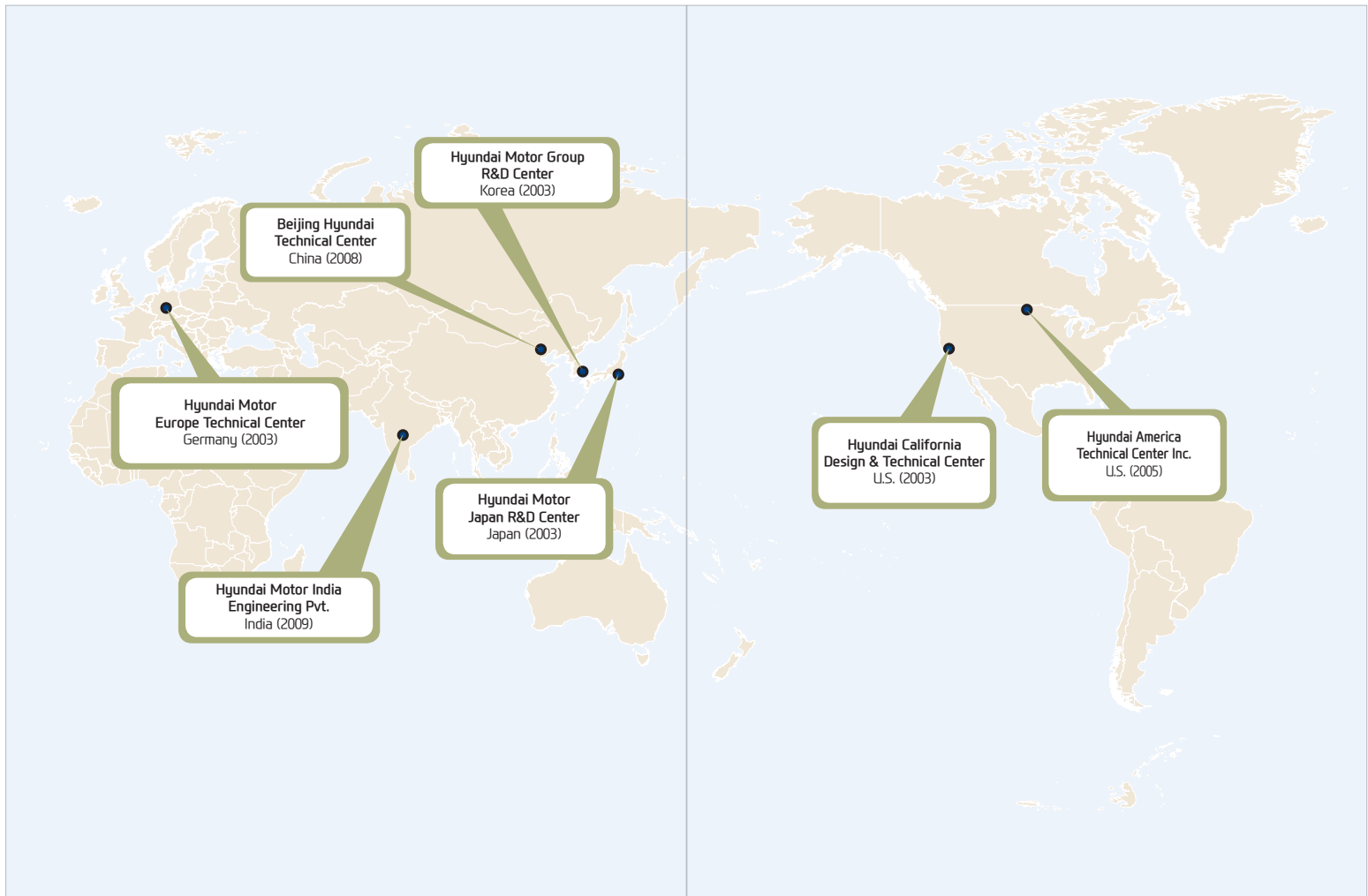
	2012	2013	Change
Assets	121,538	133,422	11,884
Current Assets	54,848	58,856	4,009
Cash & Cash Equivalents*	19,143	21,748	2,604
Liabilities	73,620	76,839	3,218
Current Liabilities	32,836	31,920	△916
Short & Long-Term Debt	45,207	47,967	2,760
Provision	7,009	6,906	△103
Equity	47,918	56,583	8,665
Current Ratio (%)	167.0	184.4	
Debt / Equity Ratio (%)	94.3	84.8	
Net Debt	26,064	26,219	
EBITDA / Interest Expense	25.7x	31.8x	

GLOBAL OPERATIONS

1. Plants (Capacity)



2. Global R&D Sites (Est.)



3. Production

1. Korea Production

(Unit : thousand)

Plant	Model		2013	2012
Ulsan	Plant 1	Click (Getz)	-	-
		Verna (Accent, MC)	-	-
		Accent (RB)	272	278
		Velooster	61	80
	Plant 2	Avante (Elantra, HD)	-	-
		Avante (Elantra, MD)	64	61
		i40	50	51
		Santa Fe (CM)	-	59
		Santa Fe (DM)	174	105
		Veracruz	6	18
	Plant 3	Avante (Elantra, HD)	-	-
		Avante (Elantra, MD)	279	299
		i30 (FD)	-	20
		i30 (GD)	94	75
	Plant 4	Starex (H-1)	84	92
		Maxcruz	50	-
		Genesis Coupe	-	7
		Tucson ix	-	16
		Porter (H-100)	112	113
	Plant 5	Genesis(BH)	37	45
		Genesis(DH)	3	-
		Equus (Centennial)	18	15
		Genesis Coupe	18	11
		Tucson ix	191	204
Total			1,513	1,550
Asan	Sonata (NF)		7	11
	Sonata (YF)		150	163
	Grandeur (HG)		121	121
	Total		278	290
Jeonju	Bus & Truck		60	60
Total			1,851	1,905

2. Overseas Production

(Unit : thousand)

Plant	Model	2013	2012
HMI (India)	Santro	43	49
	Eon	112	109
	i10	212	251
	i10(BA)	47	-
	i20	132	137
	Accent (LC)	33	30
	Verna (MC/RB)	48	59
	Elantra (MD)	5	4
	Sonata (NF/YF)	0.2	0.4
	Santa Fe	0.5	1
Total		633	639
HAOS (Turkey)	Verna (MC)	-	3
	i20	84	84
	i10(IA)	18	-
Total		102	87
BHMC (China)	Accent (MC)	0.4	3
	Accent (RB)	202	202
	Elantra (XD)	35	60
	Elantra Yuedong (HD)	173	216
	Elantra (MD)	206	85
	Mistra (CF)	18	-
	i30	-	1
	Sonata (EF)	15	17
	Sonata (YF)	106	100
	Tucson ix	211	164
	Santa Fe	74	8
	commercial vehicles	45	-
	Total	1,086	855
HMMA (U.S.)	Sonata (YF)	206	222
	Elantra (Avante)	194	139
	Total	400	361
HMMC (Czech)	i30 (FD)	-	10
	i30 (GD)	125	120
	ix20	35	45
	ix35	143	129
	Venga (Kia)	-	-
Total		303	303
HMMR (Russia)	Solaris(RB)	128	124
	Rio (Kia)	101	100
	Total	229	224
HMB (Brazil)	HB20	167	27
Total		2,920	2,497

4. Sales

1. Unit Sales

(Unit : thousand)

		2013	2012	2011	2010	2009
Domestic plants	Domestic	640	667	682	658	701
	Exports	1,180	1,244	1,202	1,073	911
Overseas Subsidiaries		2,912	2,499	2,175	1,882	1,494
YoY		7.30%	8.60%	12.40%	16.30%	11.70%
Total		4,732	4,410	4,059	3,612	3,106

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

	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

	2012			
	Overseas		Domestic	
	Model	Units	Model	Units
1	Avante (Elantra)	704,122	Avante (Elantra)	111,290
2	Accent (Verna)	672,693	Sonata	103,994
3	Tucson	469,942	Grandeur (Azera)	88,520
4	Sonata	419,466	Porter (H-100)	87,308
5	i10	252,789	Santa Fe	68,382
6	i20	221,481	Strarex(H-1)	45,325

5. Sales by Country & Market Share

1. Korea

2013	640,865 units	41.6%
2012	667,777 units	47.3%
2011	684,157 units	46.4%

Source : KAMA(Korea Automotive Manufacturing Association)

2. U.S.

2013	720,783 units	4.6%
2012	703,007 units	4.9%
2011	645,691 units	5.1%

Source : HMA(Hyundai Motor America)

3. Europe

2013	405,198 units	3.4%
2012	432,135 units	3.5%
2011	398,129 units	2.9%

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

4. India

2013	377,001 units	15.5%
2012	391,276 units	19.2%
2011	373,204 units	19.1%

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

5. China

2013	1,010,086 units	6.8%
2012	855,995 units	6.7%
2011	739,800 units	6.1%

Source : CAAM (China Association of Automobile Manufacturers)

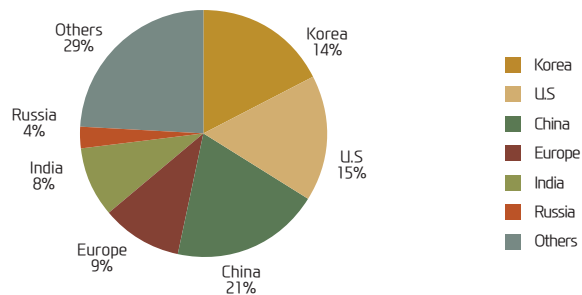
6. Russia

2013	181,153 units	6.5%
2012	174,286 units	5.9%
2011	163,447 units	6.2%

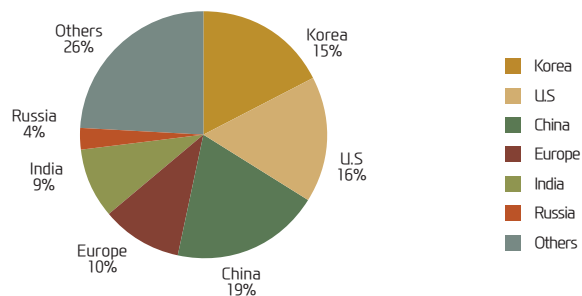
Source : AEB (Association of Europe Business)

6. Sales by Region

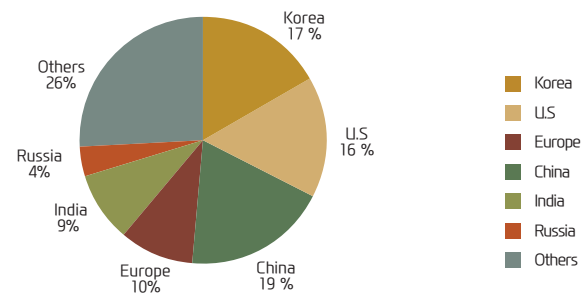
2013



2012



2011

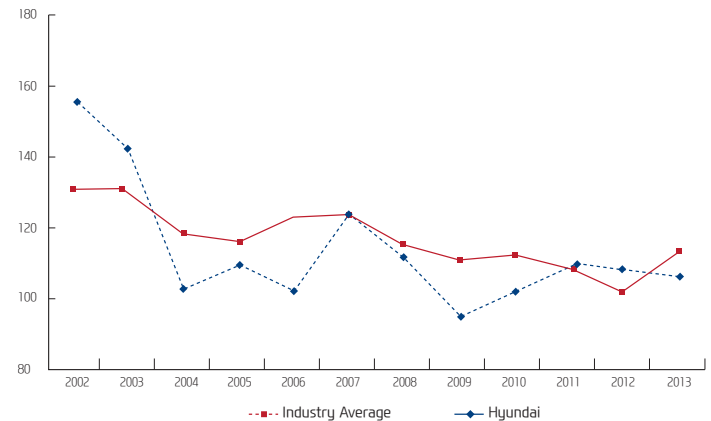


NEW THINKING.
NEW POSSIBILITIES.

1. Initial Quality Study (J.D. Power)

	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013
Industry Average	133	133	119	118	124	125	118	108	109	107	102	113
Hyundai	156	143	102	110	102	125	114	95	102	108	107	106
Rank	28/35	23/36	7/38	10/36	3/37	12/35	13/36	4/37	7/33	11/32	18/34	10/33

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

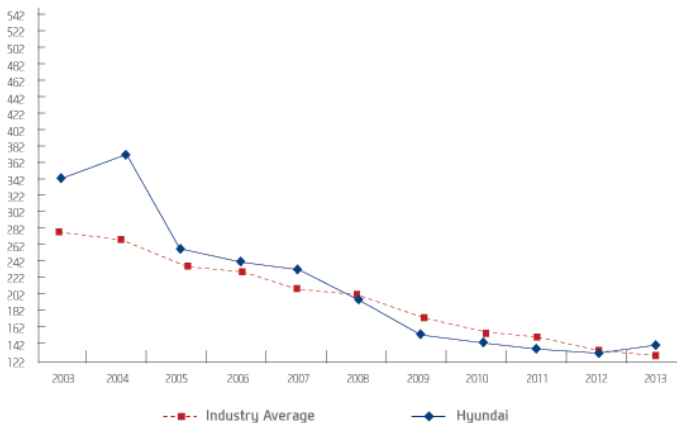


Source: J.D. Power

2. Vehicle Dependability Study (J.D. Power)

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

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



Source: J.D. Power

3. Best Global Brands by Interbrand

2013			2012		
Rank	Brand	Brand value (\$mln)	Rank	Brand	Brand value (\$mln)
41	accenture	9,471	51	Siemens	7,534
42	Ford	6,181	52	Danone	7,498
43	Hyundai	9,004	53	Hyundai	7,473
44	Goldman Sachs	8,536	54	Morgan Stanley	7,218
45	Siemens	8,503	55	Audi	7,196
46	Sony	8,408	56	Nintendo	7,082
47	Thomson Reuters	8,103	57	Nestle	6,916
48	Citi	7,973	58	AXA	6,748
49	Danone	7,968	59	Xerox	6,714
50	Colgate	7,833	60	Adidas	6,699
51	Audi	7,767	61	Caterpillar	6,306

Source: Interbrand

4. Best Global Brands (automakers' rankings only)

Rank	Brand	Brand Value (\$100 mln)		2013 Rank (Total)
			Y-o-Y	
1	Toyota	353	17%	10
2	Mercedes	319	6%	11
3	BMW	318	10%	12
4	Honda	185	7%	20
5	VW	111	20%	34
6	Ford	92	15%	42
7	Hyundai	90	20%	43
8	Audi	78	8%	51
9	Porsche	65	26%	64
10	Nissan	62	25%	65
11	Kia	47	15%	83

Source: Interbrand

HISTORY

NEW THINKING.
NEW POSSIBILITIES.

NEW THINKING.
NEW POSSIBILITIES.

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**

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., **HMMA**
- 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**

- 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**



Contacts

Global PR Team

- **Email** : globalpr@hyundai.com
- **Twitter** : [@hmcglobalpr](https://twitter.com/hmcglobalpr)

Useful links

- **Global corporate website** : <http://worldwide.hyundai.com>
- **Global PR site** : www.hyundaiglobalnews.com
- **WRC website** : <http://motorsport.hyundai.com>