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| **Hyundai All-New Genesis Passes 100K Sales Landmark**   * *All-new Genesis achieves sales landmark 10 months sooner than 1st generation* * *Success in key global markets for flagship premium sedan* * *Global recognition for design, safety and innovation boosts car’s appeal*   **June 15, 2015** - The second generation of Hyundai Motor’s premium sedan, the Genesis, has passed global cumulative sales of 100,000 units. Launched just 18 months ago in November 2013, this landmark figure was reached 10 months sooner than the original model, testament to the worldwide appeal of the high-quality luxury Genesis.  Domestic sales in Korea and exports of the second-generation Genesis reached 52,661 units and 53,254 units respectively, totaling combined sales of 105,915 units by the end of May 2015. Built solely in Korea, the car is exported to Chinese, European, Middle East, and North American markets. In North America the car has been so well received that, so far in 2015, the Genesis is placed third in the US midsize luxury sedan market.  Wonshin Chang, Executive Vice President and Head of International Operation Division of Hyundai Motor Company said: “Reaching this global sales landmark so quickly demonstrates Hyundai Motor’s technological expertise and success at positioning the brand as a credible producer of premium vehicles. The all-new Genesis clearly appeals to those desiring high-tech products that deliver superior quality and excellent value, while emphasizing distinctive style and dynamic driving performance.”  The first generation model, introduced in 2008, went on to sell 250,000 units globally and played an important role in the rapid evolution of the Hyundai brand. Designed to compete directly with premium European rivals, it introduced the brand to a new type of customer in domestic and foreign markets.  The second generation of the popular sedan has accelerated the success of Genesis, collecting a number of notable awards in the 18 months since its launch, including the iF Product Design Award 2014 under the transportation category. In the same year, it also won the IIHS Top Safety Pick+ in North America. The Genesis was also honored in the 2014 GOOD DESIGN™ AWARDS for its innovative and cutting-edge product design.  -Ends-  **About Hyundai Motor**  Established in 1967, Hyundai Motor Company is committed to becoming a lifetime partner in automobiles and beyond. The company, which leads the Hyundai Motor Group, an innovative business structure capable of circulating resources from molten iron to finished cars, offers top-quality best-sellers such as Elantra, Sonata and Genesis. Hyundai Motor has eight manufacturing bases and seven design & technical centers worldwide and in 2014, sold 4.96 million vehicles globally. With almost 100,000 employees worldwide, Hyundai Motor continues to enhance its product line-up with localized models and strives to strengthen its leadership in clean technology, starting with the world’s first mass-produced hydrogen-powered vehicle, ix35 Fuel Cell.  More information about Hyundai Motor and its products can be found at:  <http://worldwide.hyundai.com> or <http://www.hyundaiglobalnews.com>  **Contact**  Global PR Team  [Globalpr@hyundai.com](mailto:Globalpr@hyundai.com)  [www.hyundaiglobalnews.com](http://www.hyundaiglobalnews.com)  +82 (0)2 3464 2152 ~ 2160  # # # |