Hyundai Motor reputation once again acknowledged by Interbrand

* Hyundai Motor rises to 39th place in Interbrand’s annual global brand value rankings
* Hyundai Motor rated as top Korean automotive brand and the industry’s number seven
* Brand value grows to $11.3bn, up 8.5% since 2014

October 5, 2015 **–** Hyundai Motor is the world’s 39th biggest brand according to new results just published by global brand specialists Interbrand.

Recording an 8.5% growth in brand value since last year to $11.3bn, the Korean company is also the automotive industry’s seventh largest brand. Over the past decade Hyundai Motor has grown its value by more than $7bn, rising 36 places to sit among some of the biggest names on the planet.

Embarking on an intensive period of change, fuelled by inventive and emotional brand marketing, Hyundai Motor has boosted significantly its brand awareness with customers. Creating an enhanced profile across the areas of culture, sport, corporate social responsibility and through its new, high quality products, Hyundai Motor has advanced its caring outlook to connect with customers around the world.

Acknowledging the achievement, Mike Rocha, Global Brand Valuation Director, Interbrand said, “Despite a hyper-competitive environment, Hyundai has managed to enhance its global presence through a remarkable refinement of its products and brand spaces. Hyundai Motor's continuous commitment to providing an extraordinary customer experience at every opportunity is helping to position the global carmaker as a truly differentiated brand in many markets across the globe.”

Won Hong Cho, Chief Marketing Officer, Hyundai Motor said, “In 2015, our Modern Premium brand direction has become more visible, and even more exciting initiatives are soon to follow. Looking into the future, we see ourselves playing a central role in redefining mobility and shaping it with humanity at heart. To get there, we pledge to become a truly caring company, not just one people like for the cars it makes, but one that is beloved for what it stands for.”

Focusing on ultimate customer satisfaction through a caring approach, Hyundai Motor has recently digitalised its sales process and is exploring new ways to interact with customers to become a valued partner in their lives. Its design-driven, premium quality vehicles reflect the brand’s Modern Premium direction, while a new Global Dealer Space Identity ensures the brand experience is maximised at every stage in the customer journey.

Hyundai Motor rankings over past decade (Interbrand):

|  |  |  |
| --- | --- | --- |
| Year | Overall ranking | Brand value ($bn) |
| 2015 | 39 | 11.3 |
| 2014 | 40 | 10.4 |
| 2013 | 43 | 9.0 |
| 2012 | 53 | 7.5 |
| 2011 | 61 | 6.0 |
| 2010 | 65 | 5.0 |
| 2009 | 69 | 4.6 |
| 2008 | 72 | 4.8 |
| 2007 | 72 | 4.5 |
| 2006 | 75 | 4.1 |

2015 automotive top 10

|  |  |  |
| --- | --- | --- |
| Year | Company | Brand value ($bn) |
| 1 | Toyota | 49.0 |
| 2 | BMW | 37.2 |
| 3 | Mercedes-Benz | 36.7 |
| 4 | Honda | 22.9 |
| 5 | VW | 12.5 |
| 6 | Ford | 11.5 |
| 7 | Hyundai | 11.3 |
| 8 | Audi | 10.3 |
| 9 | Nissan | 9.0 |
| 10 | Porsche | 8.0 |

Interbrand’s rankings are calculated using companies’ financial balance sheets combined with marketing activities, while also reflecting each brand’s potential profit.

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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 2014 sold 4.96 million vehicles globally. With almost 100,000 employees worldwide, Hyundai Motor continues to enhance its product line-up with localised 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 [www.hyundaiglobalnews.com](http://www.hyundaiglobalnews.com)

Further information about Hyundai Motor’s global arts and culture support is available at <http://brand.hyundai.com>

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