Rockar Hyundai wins European award for digital retail

* Rockar Hyundai is honoured as an all-new way to buy a new car
* Judges acknowledge world’s first fully digital automotive retail experience
* Award recognises “innovation, excellence and leadership” in retail

Offenbach, 11 June 2015

One of Hyundai Motor’s most innovative retail operations in Europe, the Rockar Hyundai digital store in the UK, has won a prestigious L.E.A.D.E.R. (Leaders in European Automotive Development, Excellence and Research) award at this year’s *Automotive News Europe* annual congress in Birmingham, England.

Presenting Rockar Hyundai with a 2015 L.E.A.D.E.R Award in the retail category, the judges and jury from Automotive News Europe and the Automotive Intelligence Centre acknowledged the truly innovative nature of this all-new way of selling cars.

The judging panel stated: “Online and in store, Rockar Hyundai is selling cars via the internet 24 hours a day. Shoppers can handle the entire car-buying transaction at home. It is a pure digital dealer experience with no haggling and the vehicle is delivered right to the buyer’s door.”

Established in 2010, the L.E.A.D.E.R. Awards are presented annually in three categories: Retail, OEM and Supplier.

Thomas Schmid, Chief Operating Officer at Hyundai Motor Europe, commented: “We are committed to matching our products and services with the needs of our customers, fitting with our brand claim ‘New Thinking, New Possibilities’. With Rockar Hyundai, customers now have a new way to manage car purchase and ownership around their busy lifestyles. Traditional, physical car dealerships will also continue to play a vital role in the car buying and ownership experience.”

Simon Dixon, CEO and founder of Rockar, said: “It’s a real honour to receive a L.E.A.D.E.R. Award from Automotive News Europe. Rockar is challenging every preconception about how buying and selling a car should be, and it’s fantastic that this has been recognised. We’ve already had over 100,000 people visit the Rockar Hyundai store in Kent’s Bluewater Shopping Centre since its opening just over six months ago. When looking at the success of Rockar so far, it is clear that challenging the historical approach to car buying is the way forward.”

Launched in November 2014, Rockar Hyundai is the world’s first automotive digital retail experience, which offers customers an all-new way to buy a new car and meets the needs of modern shoppers who are comfortable with purchasing online.

A collaboration between Hyundai Motor and Rockar, the Rockar Hyundai digital store provides a truly customer-focused experience that allows visitors to part-exchange their old car and purchase a new Hyundai – with cash or various finance packages – all at the click of a mouse or touch of a button. Visitors can buy a new car 24/7 from their home or office using a computer, tablet or smartphone. The ‘no-haggle’ pricing means everyone pays the same, and throughout the process customers can choose whether or not to speak to a representative.

To support the Rockar Hyundai online site, customers can visit the physical store at Bluewater Shopping Centre in Kent – Europe’s leading retail, leisure and entertainment destination, which attracts 27 million visitors a year.

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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 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 [www.hyundaiglobalnews.com](http://www.hyundaiglobalnews.com)

About Hyundai Motor Europe

In 2014, Hyundai Motor Europe achieved registrations of 424.467 units – an increase of 1% compared to 2013. Almost 95% of the vehicles Hyundai sells in the region are designed, engineered and tested in Europe to meet the needs of European customers. And 90% are built at its two local factories in the Czech Republic and Turkey, which have a combined annual capacity of 500.000 units. Hyundai sells cars in 30 European countries across 2.500 outlets.

Hyundai offers its unique Five Year Unlimited Mileage Warranty package with all new cars sold in the region, providing customers with a five-year warranty with no mileage limit, five years of roadside assistance and five years of vehicle health checks.

More information about Hyundai Motor Europe and its products is available at [www.hyundai.com/eu](http://www.hyundai.com/eu). Follow Hyundai Motor Europe on Twitter [@HyundaiEurope](https://twitter.com/hyundaieurope) and Instagram [@HyundaiEurope](https://instagram.com/hyundaieurope/).

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