Hyundai Motor Secures No.1 Spot in Brand Keys 2015

Customer Loyalty Leaders List

* Hyundai Motor Takes Top Honor for the Sixth Consecutive Year

Oct. 30, 2015 – Hyundai Motor’s continued dedication to exceeding customers’ expectations earned them the No. 1 spot in the automotive category in the 2015 Brand Keys Loyalty Leaders List. Brand Keys, a New York-based customer loyalty and engagement consultancy, publishes this annually-syndicated study that examines customers’ relationships with 753 different brands in 68 categories. 2015 marks the sixth year in a row that Hyundai Motor took the top spot in the automotive category.

“Receiving the No.1 spot for the sixth year in a row is testament to Hyundai’s relentless dedication to its customers,” said Robert Passikoff, president, Brand Keys. “The company’s ability to formulate change from customer feedback shows how well it is listening to consumers, putting Hyundai Motor at the top of our list in the automotive category.”

For the Brand Keys 2015 survey, 40,128 respondents self-selected the categories in which they are consumers and the brands for which they are customers. Assessments fused rational and emotional aspects of the categories to identify the behavioral drivers of brand loyalty and customer engagement, which in turn gauged how well each brand met or exceeded consumers’ expectations in their respective categories.

“Hyundai Motor’s vehicles are engineered to exceed customer expectations throughout our entire lineup,” said Dean Evans, vice president, Marketing, Hyundai Motor America. “Earning the top spot in the automotive category for a sixth year in a row showcases our commitment to processing customer feedback to drive future innovation.”

For a complete 2015 Customer Loyalty Leaders List, visit http://brandkeys.com.

–Ends-

Hyundai Motor America

Hyundai Motor America, headquartered in Fountain Valley, Calif., is a subsidiary of Hyundai Motor Co. of Korea. Hyundai vehicles are distributed throughout the United States by Hyundai Motor America and are sold and serviced through more than 830 dealerships nationwide. All Hyundai vehicles sold in the U.S. are covered by the Hyundai Assurance program, which includes the 5-year/60,000-mile fully transferable new vehicle limited warranty, Hyundai’s 10-year/100,000-mile powertrain limited warranty and five years of complimentary Roadside Assistance. Hyundai Blue Link Connected Care provides owners of Hyundai models equipped with the Blue Link telematics system with proactive safety and car care services complimentary for one year with enrollment. These services include Automatic Collision Notification, Enhanced Roadside Assistance, Vehicle Diagnostic Alert, Monthly Vehicle Health Report and In-Vehicle Service Scheduling.

For more details on Hyundai Assurance, please visit [www.HyundaiAssurance.com](http://www.HyundaiAssurance.com)

Please visit our media website at [www.hyundainews.com](http://www.hyundainews.com) and our blog at [www.hyundailikesunday.com](http://www.hyundailikesunday.com)

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)

Contact

Global PR Team

Globalpr@hyundai.com

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

+82 (0)2 3464 2152 ~ 2160