All-New Tucson: Fastest-selling Hyundai drives success of European factory

* All-New Tucson becomes fastest-selling Hyundai car in Europe
* Over 85,000 orders in Europe for Tucson keep Czech plant at full capacity
* More than 700,000 SUV models produced at Nošovice factory

Offenbach, 16 December 2015

The All-New Tucson has become the fastest-selling Hyundai car in Europe since its market launch in September this year. With over 85,000 orders, the new compact SUV contributes to Hyundai Motor Manufacturing Czech (HMMC) factory continuing to operate at full capacity.

Since the production start of the Hyundai ix35 in June 2011, more than 700,000 C-SUVs have left the Czech plant, including the All-New Tucson – making C-SUVs the major contributor to the success of the factory.

Thomas A. Schmid, Chief Operating Officer at Hyundai Motor Europe said: “The All-New Tucson has exceeded all previous Hyundai model launches in Europe – it’s our new brand ambassador. Like the Tucson, 90% of our cars sold in Europe are designed, developed, and manufactured in the region enhancing the appeal to European customers. Our Czech plant plays a key role in our business enabling us to fulfil such high demand.”

Recently, HMMC celebrated its 7th anniversary of mass-production which started in November 2008 with the first-generation Hyundai i30. More than 1.8 million cars have been produced, while also exporting to more than 60 markets around the world.

The factory has capacity to produce 300,000 cars and 600,000 transmissions a year. It is also an important employer in the region, with 3,400 workers employed directly, out of which 97 % are citizens of the Czech Republic, and a further 7,000 jobs created in the surrounding area.

The high demand of European-focused products, starting with the Hyundai i30 in 2008 to the most recent All-New Tucson has driven the Czech plant to run at full capacity ever since its first ramp-up, even during the economic downturn.

Together with the 200,000 units of capacity at its Turkish plant, Hyundai Motor has annual production capacity of 500,000 cars primarily for European customers.

Ten facts about state-of-the-art car production at HMMC

1. Over 1.8 million cars have been produced at HMMC since November 2008
2. Over 700,000 compact SUVs have been produced at HMMC since June 2011
3. Mass-production started in November 2008 with a Hyundai i30
4. Annual production capacity is 300,000 cars and 600,000 transmissions
5. A cross-functional team of 80 engineers adapted the production line to introduce All-New Tucson
6. Total car production process takes 21 hours, nine of which are spent in the paint shop - mainly due to drying time
7. Three different models – Tucson, i30, ix20 – are produced on the same production line
8. Each car body structure consists of 17 individual panels stamped from 0.7 mm-thick sheet steel
9. Over 400 industrial robots are installed at HMMC, including 300 in the welding shop
10. A dynamic test of all cars is conducted on the 3.3 km long track on site

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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.

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 31 European countries through 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](https://www.hyundai.news/newsroom/).news.

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