Thomas A. Schmid appointed Chief Operating Officer at Hyundai Motor Europe

* Promoted from Vice President Sales and Fleet to COO role
* Responsible for setting Hyundai business direction in Europe
* Automotive industry career includes several top management positions

Offenbach, 31 March 2015

Hyundai Motor Europe has announced the appointment of Thomas A. Schmid to the position of Chief Operating Officer. Since 2013, Mr Schmid has been leading the company’s sales division in the role of Vice President Sales and Fleet. Now promoted to COO, he reports to President of Hyundai Motor Europe, Mr Byung Kwon Rhim.

In his new role Mr Schmid, 55, is responsible for setting business direction and overseeing Hyundai’s pan-European sales, marketing and customer service operations, as the company seeks further sustainable growth in Europe during the coming years.

Mr Rhim commented: “Thomas has made a valuable contribution to the recent success of Hyundai in Europe. He now brings his broad industry experience to his new COO role, and I’m sure he will drive further positive developments in our sales, marketing and customer service operations, to deliver our medium- and long-term goals to the benefit of our customers and business partners.”

Mr Schmid joined Hyundai Motor Europe in May 2013. Prior to this, he held various senior management roles in the European automotive industry, covering multiple brands and disciplines. He graduated from the University of Vienna as Master of Business Administration, Master of Law and Economics, and Master of Laws, as well as completing further professional and business qualifications in the USA.

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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).

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