

News Release

Going Global: Partnership between Hyundai Motor and Healthy Seas continues to develop beyond Europe

- Hyundai Motor and Healthy Seas kicked off partnership's first Asian activation in October in Gangwon and Namae in South Korea
- As part of a global effort to save marine life, a large group of volunteer divers recovered half a tonne of discarded fishing gear in two clean-up activities
- The team will lead clean-ups in Korea to recover abandoned fishing gear year-round
- By expanding the CSV partnership outside of Europe and onto the global stage, Hyundai continues to honour its commitment to 'Progress for Humanity'

Offenbach, 25 November 2022 – The partnership between Hyundai and Healthy Seas kicked off its first non-European clean-up activity together in South Korea. From 28 and 29 October and 12 to 14 November, the Ghost Diving Team Korea conducted two clean-up missions in the Gangwon and Namae provinces in northeast South Korea.

Although the deep seawater is rich in inorganic nutrients that foster the growth and development of marine plants, which house numerous marine organisms, over the past few years, abandoned fishing gear and other rubbish have become an increasing threat to the underwater ecosystems.

During these clean-ups, nine volunteer divers retrieved 425 kilogrammes of ghost nets and lost cages after six dives. In the future, Ghost Diving Korea's many volunteers will organise underwater clean-ups on a regular basis.

"Every piece of ghost net removed from the ocean is one less threat to marine life. Millions of animals get caught in these deadly traps, and this, in turn, attracts larger predators that also get entangled, perpetuating a cycle of death," says Veronika Mikos, Healthy Seas Director. "We are very proud to have expanded our cooperation with Hyundai Motor to Korea, where the sea conditions are often as challenging as in the North Sea, where our work began."

This event marked an important milestone in the partnership between Hyundai and Healthy Seas. No longer solely a European programme, this continued growth – just one piece of the company's

sustainability approach – underlines Hyundai’s commitment to ‘Progress for Humanity’.

“To guarantee a more sustainable world for generations to come, recycling and marine conservation must become necessities for our society,” says Michael Cole, President and CEO of Hyundai Motor Europe. “By extending Hyundai Motor and Healthy Seas’ great work to the shores of Hyundai’s birthplace, we are not only supporting a community outside of Europe in which we operate, but we are also doing our part to maintain the well-being of humanity.”

Transforming waste for a cleaner future

Hyundai is not only a sponsor of Healthy Seas’ clean-up and educational activities; the company is also active in promoting a more sustainable future, namely by driving a circular economy.

Healthy Seas’ founding partner Aquafil regenerates the nylon parts of recovered fishing nets, along with other nylon waste, into ECONYL® yarn. This regeneration nylon yarn is used to create new, sustainable products, such as the ECONYL® floor mats that are optional in IONIQ 5 and come standard in IONIQ 6.

Hyundai Motor Company’s Mission for Creating Shared Value (CSV)

In March 2022, Hyundai Motor Group revealed its latest ESG direction – ‘The Right Move for the Right Future’. This direction outlines the Group’s commitment to forging a sustainable future for the next generation. Because the Group believes that a sustainable future is a basic right for everyone on the planet, Hyundai will continue to ensure this for the environment and all its stakeholders.

Under Hyundai’s brand vision of ‘Progress for Humanity’, Hyundai’s mission to Create Shared Value (CSV) includes scaling social impacts and building a sustainable business ecosystem. From this mission, HMC’s latest CSV initiative was inspired: ‘Hyundai Continue’.

HMC is making transformative efforts for a sustainable future through ‘Hyundai Continue’. The initiative consists of three core areas: Continue Earth, Continue Mobility, and Continue Hope.

Continue Earth embodies HMC’s desire to continue to take care of the planet, aligning with Hyundai’s partnership with Healthy Seas. This includes restoring fragile ecosystems, driving the circular economy, responding to climate change, and conserving biodiversity.

HMC will continue to innovate for new mobility. The technology and advancements coming out of the Continue Mobility pillar will provide solutions for people and sectors with limited mobility or who are living in remote areas. They will also further develop traffic safety technology and other activities aligned with future mobility.

The final core area is Continue Hope. The idea is to create hope for future generations. HMC will act on this by educating future generations, supporting the growth of young people, and developing talent.

Disclaimer: CO2 and emissions data

- Electricity consumption combined for the Hyundai IONIQ 5 58 kWh with 2WD in kWh/100 km: 16.7; CO2 emissions combined in g/km: 0 (WLTP)
- Electricity consumption combined for the Hyundai IONIQ 5 58 kWh with 4WD in kWh/100 km: 18.1; CO2 emissions combined in g/km: 0 (WLTP)
- Electricity consumption combined for the Hyundai IONIQ 5 77.4 kWh (19" alloy rims) with 2WD in kWh/100 km: 17.0; CO2 emissions combined in g/km: 0 (WLTP)
- Electricity consumption combined for the Hyundai IONIQ 5 77.4 kWh (20" alloy rims) with 2WD in kWh/100 km: 18.0; CO2 emissions combined in g/km: 0 (WLTP)
- Electricity consumption combined for the Hyundai IONIQ 5 77.4 kWh (19" alloy rims) with 4WD in kWh/100 km: 17.9; CO2 emissions combined in g/km: 0 (WLTP)
- Electricity consumption combined for the Hyundai IONIQ 5 77.4 kWh (20" alloy rims) with 4WD in kWh/100 km: 19.1; CO2 emissions combined in g/km: 0 (WLTP)
- Electricity consumption combined for the Hyundai IONIQ 6 53 kWh with 2WD in kWh/100 km: 13.9; CO2 emissions combined in g/km: 0 (WLTP)
- Electricity consumption combined for the Hyundai IONIQ 6 77.4 kWh (18" alloy rims) with 2WD in kWh/100 km: 14.3; CO2 emissions combined in g/km: 0 (WLTP)
- Electricity consumption combined for the Hyundai IONIQ 6 77.4 kWh (20" alloy rims) with 2WD in kWh/100 km: 16.0; CO2 emissions combined in g/km: 0 (WLTP)
- Electricity consumption combined for the Hyundai IONIQ 6 77.4 kWh (18" alloy rims) with 4WD in kWh/100 km: 15.1; CO2 emissions combined in g/km: 0 (WLTP)
- Electricity consumption combined for the Hyundai IONIQ 6 77.4 kWh (20" alloy rims) with 4WD in kWh/100 km: 16.9; CO2 emissions combined in g/km: 0 (WLTP)

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About Hyundai Motor Europe HQ

Hyundai Motor Europe HQ was formally established in 2000 with its main office in Offenbach, Germany. It is the regional headquarter responsible for selling vehicles in 47 European countries through 2,279 sales outlets, taking a 4.8-per cent market share in the third quarter of 2022. Seventy-two per cent of the vehicles Hyundai sold in the region are models engineered, tested, and built in Europe to meet the needs of European customers, served by the company's extensive European infrastructure. This includes two factories primarily serving Europe: in the Czech Republic and Turkey.

In 2021, Hyundai Motor Company consolidated its position as a leader in the era of electrified mobility with the launch of its fully-electric midsize CUV IONIQ 5, the first model in its new IONIQ line-up brand. This model is built on the Hyundai Motor Group's innovative Electric Global Modular Platform (E-GMP). By the third quarter of 2022, more than 16 per cent of Hyundai cars sold in Europe were zero-emission vehicles (ZEVs), including IONIQ 5 and the fully-electric subcompact SUV KONA Electric. This makes Hyundai one of the leading manufacturers in terms of fleet share as well as total sales of zero-emission vehicles in Europe, as the company transitions to becoming a Smart Mobility Solutions Provider.

In July 2022, the company unveiled its IONIQ 6 Electrified Streamliner, which offers an array of advanced technologies, personalised space and features, as well as extended range, to redefine the boundaries of electric mobility. Together with IONIQ 5 and the upcoming IONIQ 7, Hyundai combines its customer-centric, zero-emission vehicle experiences – such as ultra-fast charging, spacious interior, and battery-supplied power – with future innovations that blend design, technology, and services to enhance in-car and out-of-car lifestyle

experiences. Hyundai's Prophecy and SEVEN concept cars already showcase what the company aims to achieve with the upcoming IONIQ models. More than 80 per cent of Hyundai's line-up in Europe is now available as an electrified version, and the company plans to electrify its entire European line-up beyond 2025.

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 HQ and its products is available at www.hyundai.news.

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About Hyundai Motor Company

Established in 1967, Hyundai Motor Company is present in over 200 countries with more than 120,000 employees dedicated to tackling real-world mobility challenges around the globe. Based on the brand vision 'Progress for Humanity,' Hyundai Motor is accelerating its transformation into a Smart Mobility Solution Provider. The company invests in advanced technologies such as robotics and Urban Air Mobility (UAM) to bring about revolutionary mobility solutions, while pursuing open innovation to introduce future mobility services. In pursuit of sustainable future for the world, Hyundai will continue its efforts to introduce zero emission vehicles equipped with industry-leading hydrogen fuel cell and EV technologies.

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