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HYUNDAI'S SAFETY HAT-TRICK: IX35 AWARDED 5-STAR EURO NCAP RATING



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OFFENBACH, Germany, Aug. 25, 2010 - Euro NCAP, the independent vehicle safety organization, has announced that Hyundai's new ix35 compact SUV has been awarded the maximum five-star safety rating in its rigorous crash-test assessment program. The result places the ix35 as one of the safest vehicles in its class, and included a segment-best score for the 'child occupant protection' category.

The ix35 is the third Hyundai vehicle in a row to achieve a five-star rating from Euro NCAP, following on from the top ratings achieved by i20 supermini and i30 hatchback.

The C-segment SUV received a class-leading score of 88% for child occupants, scoring well in tests with both 18-month-old and three-year-old dummies. The test score for adult occupants was 90%, and the safety assist features earned a score of 71%.

Electronic stability control, which is standard on all models, and a seatbelt reminder system played a key role in the ix35's score in the safety assist category. Hyundai's focus on occupant safety was highlighted with high scores in the front and rear impact tests, with a stable compartment providing good protection in the event of a crash.

Allan Rushforth, Vice President of Hyundai Motor Europe said, "Receiving a five star crash test rating is testament to our commitment to providing customers with vehicles of superior quality and top-class safety. European drivers have very high demands, and our design and engineering teams at our European R&D centre have created a car which matches such expectations.

"The ix35 is proving very popular with European buyers – over 60.000 units were sold within three months of going on sale in spring. With a strong yet efficient engine range, and Hyundai's unrivalled 'Five Year Triple Care' program, the ix35 is a class-leading SUV in every sense, giving customers total peace of mind. This safety endorsement underlines Hyundai's position as a leader in customer satisfaction."

About Hyundai

Established in 1967, Hyundai Motor Co. has grown into the Hyundai-Kia Automotive Group which has ranked as the world's fifth-largest automaker since 2007 and includes over two dozen auto-related subsidiaries and affiliates. Employing over 75,000 people worldwide, Hyundai Motor sold approximately 3.1 million vehicles globally in 2009, posting sales of US\$41.8 billion (including overseas plants, using the average currency exchange of 1,276 won per US dollar). Hyundai vehicles are sold in 193 countries through some 6,000 dealerships and showrooms. Further information about Hyundai Motor and its products are available at www.hyundai.com

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