



Hyundai Motor America  
10550 Talbert Ave, Fountain Valley, CA 92708  
MEDIA WEBSITE: HyundaiNews.com  
CORPORATE WEBSITE: HyundaiUSA.com

**FOR IMMEDIATE RELEASE**

## HYUNDAI ASSAN OTOMOTIVE SANAYI (HAOS)



**Andreas Brozat**  
Head of PR & BTL  
+49 69 271 472 412  
abrozat@hyundai-europe.com

**ID: 38874**

### History

Hyundai's longest-serving plant outside of Korea, HAOS recently benefitted from significant investment to boost production capacity, bringing New Generation i10 production to Europe and providing a number of benefits to the region.

### Location

Hyundai's manufacturing plant is located in İzmit, Turkey.

### Employment

- Currently 2.350 people at the factory, following latest investment
- 2.804 jobs created as a result of the new investment

### Supplies

- 43: the number of local suppliers to HAOS following latest investment

### Financial commitments

€1 billion - Total investment into the plant since 1995

€475 million - Investment into plant to boost production to 210.000 units per annum

### Key facts

- Hyundai's first foreign plant
- 123.167 m<sup>2</sup> – total factory area following latest investment
- Production line increased by 55,5% to 560 metres following investment
- Every vehicle frame undergoes 1.050 'measuring critical points' during production

### Production

- 210.000 units per annum
  - 36 cars produced per hour
- Models
  - New Generation i10
  - New i20
- 91%: Hyundai cars built in Turkey that are exported to Europe
- 170 robots used in the plant

### Spotlight on HAOS

Hyundai's first foreign plant, HAOS has seen more than €1 billion invested since construction began in 1995 and will provide employment for 2.350 people by 2014. The plant serves as a key strategic foothold for the company, connecting Europe, Africa and the Middle East.

In 2007, the addition of a new shift saw capacity increase from 60.000 to 125.000 while a €475 million investment announced in May 2012 will see annual production reach 210.000 by 2014.

### Key milestones and achievements

1995 - Groundbreaking for Hyundai's first foreign plant takes place

1997 - First cars roll of the production line

2007 - New shift added to production, increasing capacity to 125.000 units

2012 - €475 million investment into the factory and local supplier park to build New Generation i10

New i20 enters productions

2013 - New Generation i10 joins the production line

### Manufacturing output

1997 - 60.000

2007 - 125.000

2013 - 210.000

### **About Hyundai Motor**

Established in 1967, Hyundai Motor Co. has grown into the Hyundai Motor Group, with more than two dozen auto-related subsidiaries and affiliates. Hyundai Motor - which has seven manufacturing bases outside of South Korea including Brazil, China, the Czech Republic, India, Russia, Turkey and the U.S. - sold 4,4 million vehicles globally in 2012. Hyundai Motor, which employs over 80.000 worldwide, offers a full line-up of products including small to large passenger vehicles, SUVs and commercial vehicles.

Further information about Hyundai Motor and its products is available at <http://www.hyundai.com/>.

### **About Hyundai Motor Europe**

The company designs, engineers and manufactures cars in Europe, specifically for European consumers. In 2012, Hyundai achieved European sales of 444.000 units, taking a new-car market share of 3,5%. Almost 95% of the vehicles Hyundai sells in the region are designed, engineered and tested in Europe. And more than 70% are built at its two local factories (Czech Republic and Turkey), including New Generation i30, which is shortlisted for Europe's 2013 Car of the Year award. Hyundai sells cars in 28 European countries across 2.500 outlets.

Hyundai offers its unique, Europe-only, Five Year Triple Care 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).