



Press release

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The year's most successful brand: Red Dot awards Hyundai with honorary title

Hyundai Motor Company has been awarded the honorary title "Red Dot: Brand of the Year 2018". The title pays tribute to a brand that has created innovative design solutions on a very high level and recognises its design quality and decisiveness in brand management. In the Red Dot Award: Communication Design 2018, the South Korean car manufacturer succeeded in winning four Red Dots and three "Red Dot: Best of the Best" distinctions together with several agencies. With its overall excellent design quality and creative strength, Hyundai has positioned itself as the most successful brand in this year's competition and will receive the well-earned trophy for the Red Dot: Brand of the Year 2018 during the award ceremony in Berlin, Germany, on 26 October.

Good design is relevant on all levels

Hyundai Motor Company has long-since understood that good design is necessary on all levels in order to be successful on the international market in the long term. The company has won numerous accolades for its well-designed vehicles and was furthermore honoured with multiple prizes for its communication design. Now, the car manufacturer, headquartered in Seoul, South Korea, with a presence all over the world, is the new Red Dot: Brand of the Year. It has been granted the honorary title for its consistent decisiveness in brand management and its effective collaboration with creative partners.

Red Dot CEO on the title of honour

Professor Dr. Peter Zec, founder and CEO of the Red Dot Award: "Of all the prizes given in the Red Dot Award: Communication Design, the honorary title for the brand of the year stands out. I am truly delighted that this unique tribute is being paid to Hyundai Motor Company, as the manufacturer performs convincingly not only with its well-designed cars, but also with elaborate communication design. In a highly saturated market, Hyundai succeeds in addressing its customers in a creative manner over and over again,

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and manages to convey the technical background of its cars in a way that can be easily understood. The company's innovative design approaches are both creative and high quality, providing customers with a virtually unparalleled 360-degree brand experience. It is with great pleasure that I congratulate Hyundai on its well-deserved title of honour 'Red Dot: Brand of the Year 2018'."

Hyundai feels honoured and proud

Wonhong Cho, Chief Marketing Officer and Executive Vice President at Hyundai Motor Company, is delighted about the title: "It is an honour to be selected as the Red Dot: Brand of the Year 2018. We are humbled to receive such an accolade, as this award is validation that we are moving along the right track and it is a huge milestone for our brand image." Regarding the future, Wonhong Cho, who has been responsible for the company's marketing activities for more than eight years now, explains further: "This should encourage us to push harder in our approach and be a stepping stone for more creative and innovative projects in the future so that our brand can truly be loved by all."

Award ceremony in Berlin

The official awarding of the Red Dot: Brand of the Year 2018 will take place during the Red Dot Gala at the Konzerthaus Berlin on 26 October. During what is one of the award ceremony's highlights, Hyundai's CMO, Wonhong Cho, will receive the trophy for the most successful brand in the competition in person from Red Dot founder Professor Dr. Peter Zec.

Exhibiting Hyundai's award-winning works

After the award ceremony, the 1,400 international guests will continue celebrating the year's successes at the subsequent Designers' Night. During the party at the ewerk Berlin, the exhibition "Design on Stage" will be presented for one night only. The attendants will experience all of the winning works – and thus the state of the art in communication design first hand. Besides the four works awarded a Red Dot, Hyundai's projects that won a Red Dot: Best of the Best are also among the exhibits. Additionally, Hyundai's projects will be showcased in the studio exhibition "Best Communication Design – Red Dot Winners Selection 2018" from 28 October 2018 to 13 January 2019 in the Museum for Communication Berlin.

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Further information on the Red Dot Award: Communication Design: www.red-dot.org/cd

About Hyundai Motor Company:

Established in 1967, Hyundai Motor Company is committed to becoming a lifetime partner in automobiles and beyond with its range of world-class vehicles and mobility services offered in more than 200 countries. Employing more than 110,000 employees worldwide, Hyundai has sold more than 4.5 million vehicles globally. Hyundai Motor Company continues to enhance its product line-up with vehicles that are helping to build solutions for a more sustainable future, such as NEXO – the world's first dedicated hydrogen-powered SUV. More information about Hyundai Motor Company and its products can be found at: worldwide.hyundai.com and globalpr.hyundai.com.

About the Red Dot Design Award:

In order to appraise the wide scope of design in a professional manner, the Red Dot Design Award is broken down into the three distinct disciplines: the Red Dot Award: Product Design, Red Dot Award: Communication Design and Red Dot Award: Design Concept. The Red Dot Award is one of the largest design competitions in the world. In 1955, a jury convened for the first time to assess the best designs of the day. The name and brand of the award were developed in the 1990s by Red Dot CEO, Professor Dr. Peter Zec. Since then, the sought-after Red Dot is the revered international seal of outstanding design quality. Further information: www.red-dot.org.

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