rEVolution in mobility
40 years in Europe more than 7.5 million cars
87% sales growth in 10 years
#1 Asian Brand
By 2020
Pioneering in electrification
2020 Sustainability Strategy

15 CARS GLOBALLY

- 5 cars: Hybrid Electric Vehicle
- 5 cars: Plug-in Hybrid Electric Vehicle
- 4 cars: Electric Vehicle
- 1 car: Fuel Cell Vehicle
Europe 2020

- 10 eco cars
- 60% of Hyundai’s line up
- New mobility concepts

Hyundai
IONIQ car sharing
In Amsterdam
IONIQ: World’s first car with three electrified powertrains
GLOBAL LEADER in FuelCell technology
Fuel Cell
Hyundai’s journey to leadership

World’s first FCEV
Mass production started in 2013

Delivery of 500 cars in Europa
500 Cars deployed in 14 European Countries
WORLDS 1ST FUEL CELL CAR SHARING FLEET IN MUNICH
Challenges
1\textsuperscript{e} PUBLIC STATION at European HQ
STATION at regional HQ Australia
Eco Car Infrastructure - Hydrogen & EV stations Europe

- European hydrogen refueling network is expanding → 2013: 27 stations, 2018: 139 stations
- Germany is leading with 43 public stations in operation and ambitious growth plans (+33 stations)
- Main Eco Car Markets are: **Norway, Netherlands** because aggressive customer incentives are in place
  (No VAT in Norway and 5.5 times lower BIK for 0-emission vehicles in Netherlands)
#2 Creating Awareness
Bergen to Bolzano
Fuel Cell Road Tour
#3 Target Group
Target Customers

- Innovators: 2.5%
- Early Adopters: 13.5%
- Early Majority: 34%
- Late Majority: 34%
- Laggards: 2.5%

Time periods:
- 2013 - 2016
- 2016 - 2020
- 2020 and beyond
Target Customers

2013 - 2016

- Companies with an interest in hydrogen (e.g. production or supply)
- Governments
- Subsidized sales

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2016 - 2020

2020 and beyond
Target Customers

2013 - 2016

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- Governments
- Subsidized sales
- Corporate Companies

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Early Majority: 34%
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Target Customers

2016 - 2020
• Governments
• Subsidised sales
• Corporate Companies

2020 and beyond
• General competitor for ICE/EV/PHEV
• SME
• Private

Innovators: 2.5%
Early Adopters: 13.5%
Early Majority: 34%
Late Majority: 34%
Laggards: 2.5%
#4 Product
Nexo
NEXO Fuel Cell
Electric Vehicle
first vehicles are shipped
120 KW (163HP)
0-100 KM/H (S) 9,2
395 NM
TOPSPEED 179
COLD START -30°C
Thank you for your attention