

## Reader's choice: Best Cars Germany survey reveals Hyundai's significant jump in brand image

- Survey conducted by German car magazine AUTO MOTOR UND SPORT highlights the major increase in brand image for Hyundai Motor
- Hyundai recorded the biggest step up in advanced technology and environmentally friendly cars, according to survey results
- Readers scored Hyundai as the brand achieving the greatest rise in trustworthiness

In the German [Best Cars 2019 awards](#) organised by AUTO MOTOR UND SPORT magazine, Hyundai Motor achieved industry-best improvement in key areas of brand image. With survey responses from more than 105,000 readers and users in Germany, the comprehensive study gave a very positive view of the Hyundai brand in the eyes of automotive enthusiasts, especially in the categories 'advanced technology' and 'environmentally friendly cars'.

With an increase of 23% points compared to the survey data from 2015 in the 'advanced technology' category, Hyundai made the biggest leap among all car manufacturers in the minds of the potential purchasers. In the category 'environmentally friendly cars', a similarly impressive step up was seen, with a 32%-point jump compared to the 2015 data – more than any other carmaker. Reflecting the results in these two categories, Hyundai showed the greatest increase on the question "Which brands do you consider to be in step with the trend?" – it was the only brand within the Top 15 carmakers to show an increase, climbing by 6% points compared to 2018.

While the general picture was of decreasing trust among consumers, Hyundai was one of only a few brands to record an increase in trustworthiness. Its 9% point rise versus 2018 was the greatest increase among all brands.

Markus Eiberger, Head of Advertising Business Unit at publisher Motor Presse Stuttgart, said: "The German Best Cars jury is both knowledgeable and influential, so the automotive industry awaits the results with great suspense. Hyundai's recent advances, in particular in the field of alternative drive systems, have been deservedly recognised by the jury members, leading to a significant increase in brand image scores. The leap in the ranking on trendsetting car brands also confirms that the brand is currently well on track."

Andreas-Christoph Hofmann, Vice President Marketing & Product at Hyundai Motor Europe, said: "In just a few years Hyundai has developed from a position of fast-follower to become a leader in new technology, especially in low- and zero-emission cars. Our NEXO fuel cell car, Kona Electric and IONIQ range have all demonstrated our progressive spirit, bringing pioneering cars to the road. While many companies still just talk about future mobility, we show that the future is now, and it is very satisfying that customers and automotive enthusiasts are recognising this shift in the Hyundai brand through the results of the Best Cars 2019 study."

Best Cars 2019 was the 43rd edition of the programme since 1976. Over 105,000 participants in Germany cast their votes and nominated the brands which they believe are successful in the given categories.