

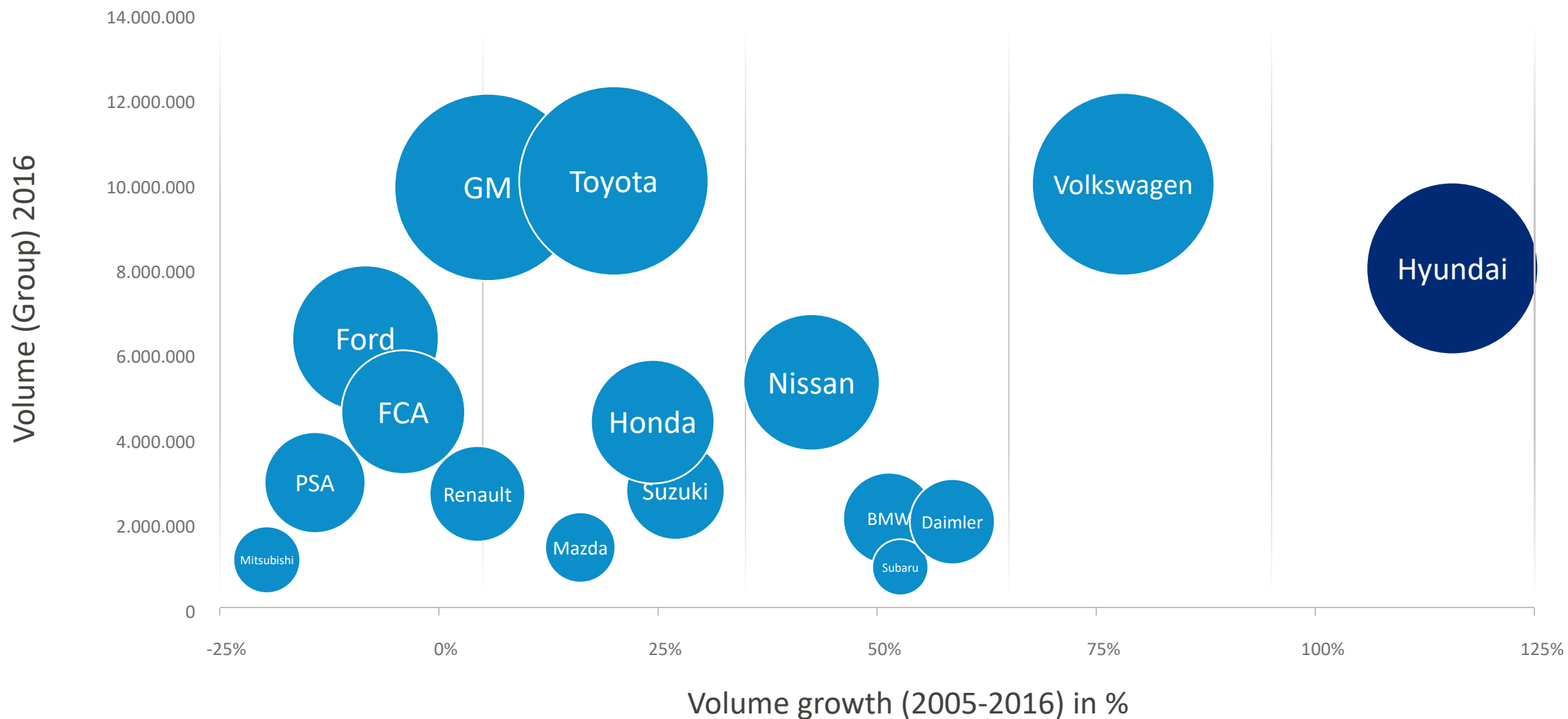
Hyundai Motor

# Eco Car Presentation

Thomas Haslund, Sales Manager,  
Hyundai Denmark



# A TRUE GLOBAL PLAYER



# **#1 ASIAN AUTOMOTIVE BRAND IN EUROPE** by 2020





# 2020

HEV  
**14**

PHEV  
**8**

EV  
**4**

FCEV  
**2**





# IONIQ:

World's first car with three electrified powertrains







**GLOBAL LEADER**  
in FuelCell technology



# ix35 Fuel Cell

Hyundai's journey to leadership

World's  
first FCEV  
mass production  
starts operation  
in 2013

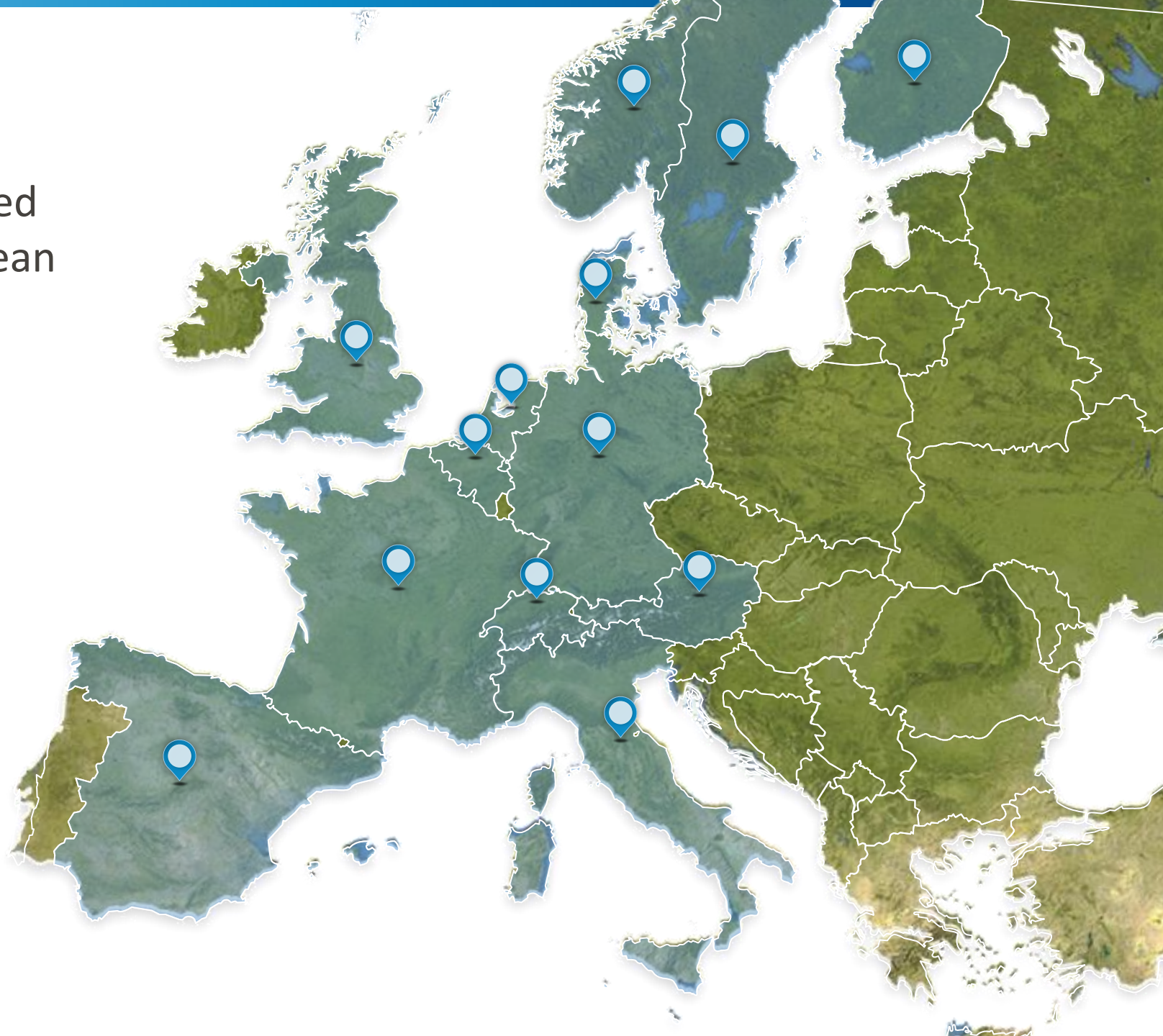
Deployment  
of 400 Cars  
in Europe



# 400

Cars deployed  
in 13 European  
Countries

- |  |   |
|--|---|
|  Italy          |  Austria     |
|  Netherlands    |  Belgium     |
|  Norway         |  Denmark     |
|  Sweden         |  France      |
|  United Kingdom |  Finland     |
|  Spain          |  Germany     |
|  |  Switzerland |

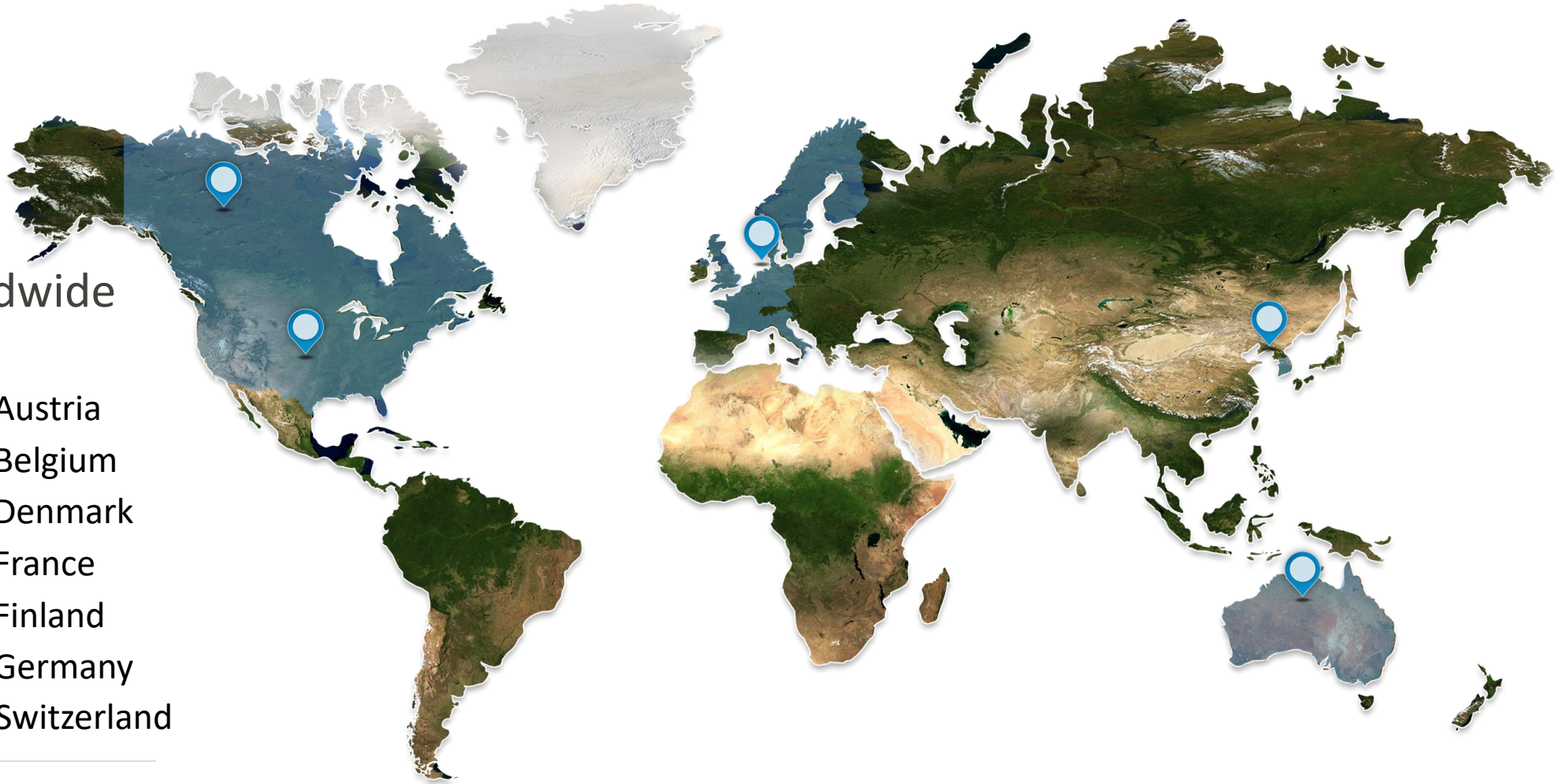




# 17

## Countries Worldwide

- |  |   |
|--|---|
|  Italy          |  Austria       |
|  Netherlands    |  Belgium       |
|  Norway         |  Denmark       |
|  Sweden         |  France        |
|  United Kingdom |  Finland       |
|  Spain          |  Germany       |
|  |  Switzerland  |
| <hr/>  |   |
|  Canada       |  South Korea |
|  USA          |  Australia   |





# WORLDS 1<sup>ST</sup> FUEL CELL CAR SHARING FLEET IN MUNICH





# WORLDS 1<sup>ST</sup> FUEL CELL TAXI FLEET IN PARIS







# TAXI FLEETS

in 3 European Cities



# Fuel Cell

Hyundai's journey to leadership



# Next Generation FCEV













Using Hyundai's fourth-gen hydrogen fuel cell technology, the SUV should cover about **800km** on a single fill (based on European testing standards), a considerable increase over the first-gen model's claimed driving range of 594km.

Furthermore, the FCEV has an **efficiency level of 60 per cent, representing a nine per cent increase over the ix35 Fuel Cell's 55.3 per cent effort.**

Maximum power output has been boosted by 20 per cent, **to 120kW**, when compared to the SUV's 100kW predecessor.





# Thank you

