Hyundai Motor UK Appoints David Pugh As Marketing Director

Friday 2 October, 2015

- Hyundai Motor UK recruits David Pugh to lead the UK marketing team
- Pugh brings significant industry and UK market experience to boost Hyundai's ongoing growth in the UK
- Responsible for continued development of Hyundai's marketing activities in the UK

High Wycombe, 02 October 2015 - Hyundai Motor recruits David Pugh as new Marketing Director effective immediately. David has over twenty years of automotive marketing experience that he will call upon to further develop the brand's marketing activities in support of Hyundai's growth in the UK.

In the past decade, Hyundai has more than doubled its market share to 3.5% and projects it will sell 88,000 vehicles in 2015. David will be responsible for driving a marketing strategy targeted at achieving sustainable growth and accelerating the brand towards its 5% UK market share goal.

Tony Whitehorn, President and CEO of Hyundai Motor UK, commented: "David Pugh's wealth of industry experience will prove essential as Hyundai UK sets its sights on six-digit sales figures. Our model range is arguably the newest in Europe, a strong base from which we can consolidate our offering of being the most accessible premium automotive brand, delivering great design and innovation tailored to the needs of our customers."

David Pugh earned a Masters in Business Administration from the London Business School after a degree in Mechanical Engineering from London's Imperial College. He joined General Motors in 1994 to support their finance and marketing operations in the UK and USA. David then headed Saab's UK marketing team before leading the global marketing of Saab Automobile Parts. More recently, David has held senior roles in Jaguar Land Rover's Global Brand Management and Global Product Marketing.

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About Hyundai Motor UK

Hyundai has sold vehicles in the UK since 1982. In 2005, Hyundai opened its own UK subsidiary, Hyundai Motor UK Ltd, based in High Wycombe. Since 2008, the company has risen from 21st to one of the top 10 car manufacturers in the UK and last year sold a record 82,159 vehicles. Hyundai Motor UK employs more than 3,000 people through its UK operations and dealer network.

Hyundai offers a full range of vehicles from the award-winning New Generation i10 city car through to the capable Santa Fe SUV and iLoad LCV. All passenger cars come with Hyundai's industry-leading 5 Year Unlimited Mileage Warranty package. Further information about Hyundai and its products is available atwww.hyundai.co.uk.

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