# SOBERDRIVE NAMED AS WINNER OF SKILLS FOR THE FUTURE 2015

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- Soberdrive from Cirencester College wins Hyundai's third 'Skills for the Future' competition
- Winners recognised for their innovative product, and exceptional presentation and teamwork skills
- Soberdrive will go on to compete in the European 'Skills for the Future' final, due to take place in Prague, Czech Republic between 8 – 10 June, 2015

High Wycombe, May 6, 2015 ? Soberdrive from Cirencester College were recently awarded first place in Hyundai Motor UK's third annual 'Skills for the Future' competition, held at its Training Academy in High Wycombe.

Of the five participating teams, Soberdrive were chosen by the five-strong judging panel thanks to their innovative and unique product, excellent presentation and teamwork skills. The team created a device that fits perfectly onto a car key, turning it into a portable breathalyser – the device would then advise if the user was over the legal alcohol limit.

Tony Whitehorn, Hyundai's President and CEO, commented: "All of the judges were so impressed with the calibre of each of the ideas put forward by the students. It was incredibly difficult to choose a winner, but the Soberdrive team clinched it thanks to their strong presentation, their professional attitudes, and, of course, their truly unique and creative product."

"It's so important that we support the business leaders of tomorrow, and Hyundai's 'Skills for the Future' initiative allows us to do that. I hope that this experience stays with each of the students when they leave education and enter the business world."

George Kershaw Houghton, Managing Director, Soberdrive, explained: "'Skills for the Future' has allowed us to do things that we never thought would be possible, it's taught us invaluable lessons which we'll all be able to take with us for the rest of our working lives. It's a really good feeling to know that we created something from scratch, which could potentially be a really successful product and business."

In October 2014, each school was tasked with creating a business from scratch, allocating each member of the team with a role: from Marketing Director to Finance Director. All businesses were asked to develop a new product or service that has a connection to the car industry and its needs. With the help of a link teacher, and a mentor from Hyundai Motor UK, the students presented their products and business plans to the judging panel, which included: Tony Whitehorn, Kenny Hwang and Andrew Cullis from Hyundai Motor UK, as well as Phillip Perera and Omar Farag from loose leaf tea company, PHOM.

PHOM was originally started when Phillip and Omar competed in Hyundai's 'Brilliant Young Entrepreneurs' competition, eventually receiving financial backing of £15,000 from the company. As the business began to grow, Phillip and Omar took their product on the well-known TV programme, Dragon's Den, securing an incredible £50,000 from Dragon Kelly Hoppen.

Soberdrive will go on to compete in the European finals that will take place in Prague, Czech Republic between the 8 -10th June. In Praque, the winning team will hold the title of 'Best Skills for the Future Student Company in Europe'.

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**About Skills for the Future**

Skills for the Future is an education scheme created by JA-YE Europe in partnership with Hyundai Motor Europe to promote greater awareness and understanding among young people in vocational schools about the skills needed to succeed in the workplace. Combining the industry expertise of Hyundai automotive manufacturing with the JA-YE Europe expertise in entrepreneurship education; the initiative aims to inspire new generations of young people to be more entrepreneurial and enterprising, encouraging them to see how important their education is to future career prospects, in the automotive industry, and elsewhere.

Over the course of the school year, students who are taking part, create and manage their own real businesses. Supported by Hyundai Motors Europe mentors and specially trained teachers, these

businesses develop products and services that have a connection to the car industry and its needs. Students improve STEM and technical skills during this experience, understand the value of the market economy and entrepreneurship, and learn how to transfer ideas into real business products.

The business ideas for car services and products are pitched to a jury in national heats and the best teams are selected to participate in the European final for the **Hyundai Skills for the Future Award**. The award is the culmination of a year of entrepreneurial learning and business practice, in a hands-on, learning-by-doing approach, facilitated through a private-public partnership. In 2015, the **Hyundai Skills for the Future Award** will be held on 8-10 June in Prague, Czech Republic.

**About Junior Achievement – Young Enterprise Europe**

JA-YE Europe is Europe's largest provider of entrepreneurship education programmes, reaching 3.2 million students in 39 countries in 2013. Funded by businesses, institutions, foundations and individuals, JA-YE brings the public and private sectors together to provide young people in primary and secondary schools and early university with experiences that promote the skills, understanding and perspective that they will need to succeed in a global economy. The JA-YE Company Programme is recognised by the European Commission Enterprise Directorate General as a 'Best Practice in Entrepreneurship Education'. JA-YE Europe is the European Regional Operating Center for JA Worldwide®

**About Hyundai Motor**

Established in 1967, Hyundai Motor Company is committed to becoming a lifetime partner in automobiles and beyond. The company, which leads the Hyundai Motor Group, an innovative business structure capable of circulating resources from molten iron to finished cars, offers top-quality best-sellers such as Elantra, Sonata and Genesis. Hyundai Motor has eight manufacturing bases and seven design & technical centers worldwide and in 2014, sold 4.96 million vehicles globally. With almost 100,000 employees worldwide, Hyundai Motor continues to enhance its product line-up with localized models and strives to strengthen its leadership in clean technology, starting with the world's first mass-produced hydrogen-powered vehicle, ix35 Fuel Cell.

More information about Hyundai Motor and its products can be found at: http://worldwide.hyundai.com orhttp://www.hyundaiglobalnews.com

**About Hyundai Motor Europe**

In 2014, Hyundai Motor Europe achieved registrations of 424.467 units –an increase of 1% compared to 2013. Almost 95% of the vehicles Hyundai sells in the region are designed, engineered and tested in Europe to meet the needs of European customers. And 90% are built at its two local factories in the Czech Republic and Turkey, which have a combined annual capacity of 500.000 units. Hyundai sells cars in 30 European countries across 2.500 outlets.

Hyundai offers its unique Five Year Unlimited Mileage Warranty package with all new cars sold in the region, providing customers with a five-year warranty with no mileage limit, five years of roadside assistance and five years of vehicle health checks.

More information about Hyundai Motor Europe and its products is available at www.hyundai.com/eu. Follow Hyundai Motor Europe on Twitter @HyundaiEurope.

**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 manufacturers in the UK and last year sold a record 82,159 vehicles. Hyundai Motor UK employs over 3000 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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