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**FOR IMMEDIATE RELEASE**

**HYUNDAI MOTOR AND CISCO COLLABORATE FOR GLOBAL CONNECTED CAR PROJECT**



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- **Collaboration will accelerate development of connected vehicle technologies**
- **High-speed in-vehicle networks will transfer data faster than ever before**
- **Innovations in advanced integrated technology will lead the connected car market**

**April 19, 2016** - Hyundai Motor Company is accelerating developments in connected car technology by collaborating with Cisco, a worldwide leader in IT and networking equipment. The cooperation is part of Hyundai Motor’s wider strategy to establish an industry-leading connected car platform through collaboration with leading technology partners.

Hyundai Motor will initially focus on the next generation of in-vehicle networks at the core of connected car technology, optimizing the transmission and reception of data within the vehicle. The technology will not only transmit and receive data faster, but also allow each subsystem inside the vehicle to communicate more effectively; this is essential to enabling future connected cars to incorporate the increasingly complex features that transfer ever-growing amounts of data in real time.

Hyundai Motor and Cisco will collaborate to create a testing environment for vehicle simulation. The companies will cooperate on basic research to thoroughly analyze the flow of data and verify new technologies for connected cars. Moreover, Hyundai Motor will invest in cloud, big data analytics and connected car security technologies, with huge investment in research and development.

“Future connected cars will open new innovations in quality, safety, and security, as never before. By expanding time and space, more safety will be guaranteed for our customers. Hyundai Motor will provide new values that go beyond our customers’ expectations in safety, quality and security through cooperating with Cisco. This collaboration will be a chance to bring closer the Hyundai Motor-led future of connected cars and shift paradigms of new mobility,” said Euisun Chung, Vice Chairman of Hyundai Motor.

Hyundai Motor Vice Chairman Euisun Chung and Cisco CEO Chuck Robbins paid a visit to the startup that created the simulation testing environment for the connected car project in order to share and discuss the advancement in the research, and showed interest in fostering a startup-friendly environment in Korea.

“This is truly an exciting time to collaborate with Hyundai Motor. Digital disruption into the automotive industry is being driven by technologies that are creating new user experiences; and our leadership in the areas of connected vehicles, security, and large-scale communication technologies will be crucial to establishing an industry-leading platform. Cisco is honored to join efforts with Hyundai Motor on the Connected Car initiative, and to play our part in the automotive industry’s evolution,” said Chuck Robbins, CEO of Cisco.

Hyundai Motor recently outlined its Connected Car Roadmap, introducing four main service fields as part of its “Hyper-connected Intelligent Cars” concept. The mid- to long- term development focus includes: smart remote maintenance service, autonomous

driving, Smart Traffic, and connectivity Mobility Hub, all of which will benefit from continued R&D investment in the fields of in-vehicle networks, cloud and big data analytics and connected car security technologies.

### **About Hyundai Motor**

Established in 1967, Hyundai Motor Company is committed to becoming a lifetime partner in automobiles and beyond. The company leads the Hyundai Motor Group, an innovative business structure capable of circulating resources from molten iron to finished cars. Hyundai Motor has eight manufacturing bases and seven design & technical centers worldwide and in 2016 sold 4.86 million vehicles globally. With more than 110,000 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 and IONIQ, the world's first model with three electrified powertrains in a single body type.

More information about Hyundai Motor and its products can be found at:

<http://worldwide.hyundai.com> or <http://globalpr.hyundai.com/>