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Growing socio-economic impact of Hyundai and Kia in Europe

- Over 308,000 people owe their jobs to the presence of Hyundai and Kia in Europe
- Hyundai and Kia contributed €1.8 billion in taxes to European governments in 2014
- Hyundai and Kia are directly responsible for value added of €4.9 billion across the areas of manufacturing, supplies, research & development and sale & distribution
- The additional value added produces a further €14.6 billion in output and 230,000 jobs

London, 13 January 2016 – A new report by LE Europe, one of Europe’s leading economics and policy consultancies, reveals the growing contribution made by Hyundai and Kia to the European economy.

The new report titled “the economic and societal benefits deriving from the presence of Hyundai and Kia in Europe” finds that over 308,000 people owe their jobs to the Hyundai and Kia business operations across the continent. The workforce employed directly by Hyundai and Kia and supported by their operations in the upstream and downstream markets consists of 78,000 individuals. In addition, 230,000 European workers are employed due to demand induced by the presence of Hyundai and Kia.

European tax contribution of €1.8 billion

Including customs duties, sales and corporation taxes, Hyundai and Kia contribute a total of €1.8 billion in taxes to European governments

Sustained growth in production

Hyundai and Kia have invested in two large manufacturing facilities in the EU, one in the Czech Republic (Nošovice) and one in Slovakia (Žilina). Manufacturing output in the two European plants has increased rapidly. Hyundai Motor Manufacturing Czech (HMMC) went from producing 251,000 vehicles in 2011 to 300,000 vehicles in 2012 and a current (2015) capacity of 330,000 units per year. Kia Motors Slovakia (KMS), one of the few plants in the world that has the capacity to manufacture up to eight different models on the same line, increased plant production over 2013-14 by 3.5%. In 2014 71% of Hyundai and Kia vehicles sold in the EU were produced in manufacturing plants in the Czech Republic, Slovakia and Turkey. 84% of Hyundai vehicles sold in the EU were produced in the Czech Republic and Turkey while 56% of Kia vehicles sold in the EU were produced locally in Slovakia.

Contribution to GDP Kia amounts to €4.9 billion

The combined Gross Value Added (GVA) of Hyundai and Kia amounts to €4.9 billion. This figure includes the GVA of external suppliers and independent retailers of the two brands. GVA measures an economic entity's contribution to gross domestic product and is the value of the goods and services produced by the company net of input costs.

Mr. Patrice Muller, Senior Partner at London Economics, said: "Our new report shows that Hyundai and Kia continue to make a substantial positive contribution to the European Economy. We see growth across their operations, which have deep roots in Europe through R&D and manufacturing facilities located in various Member States. This is evidence of the ongoing commitment of Hyundai and Kia to the European market, which directly impacts on employment, growth and prosperity for Europe's citizens."

The complete report can be downloaded at: <http://londoneconomics.co.uk/blog/publication/the-economic-and-societal-benefits-deriving-from-the-presence-of-hyundai-and-kia-in-europe-january-2016/>

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Note to editors

1. LE Europe is a leading European economic consultancy firm specialising in the provision of high quality research in public policy, competition and regulatory economics. We are committed to providing expert economic and financial advice across to companies and governments across Europe and internationally. Underpinning our work is a strong commitment to placing our clients' needs centre-stage and to delivering methodologically robust and independent analysis.