

HYUNDAI MOTORSPORT

Press Information



HYUNDAI

NEW THINKING.
NEW POSSIBILITIES.

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Introduction from President G. H. Choi

“The establishment of Hyundai Motorsport GmbH on 19 December 2012 heralded the start of an exciting new chapter in the history of Hyundai Motor Company and one which will have a positive long-term impact on the entire brand.”

“As the official home of motorsport, our role within the corporation is to act both as a performance platform for innovative engineering as well as a brand platform for the business globally. Our aim is to use participation in the competitive FIA World Rally Championship to raise expectations for new road car technology and to trigger a shift in the perceptions of the brand around the world.”

“Our first task was to find a suitable venue for Hyundai Motorsport, one which offered us all the resources necessary for a fully-fledged motorsport company while also fitting in with existing Hyundai Motor presence in Europe. We found the perfect facility in Alzenau, ideally situated near to Hyundai Motor Europe in Offenbach and Hyundai Motor Europe Technical and Design Centre in Rüsselsheim, as well as driving distance to the Hyundai Motor vehicle test centre at the Nürburgring.”

“We officially inaugurated our new Alzenau headquarters on 13 June 2013 but we have been busy throughout the year developing our Hyundai i20 WRC rally car while simultaneously forming the foundations of our team. I have been pleased with the quick progress that we have made with the valuable guidance of our Team Principal Michel Nandan, who has established a talented team of specialists to develop our car.”

“The reputation of Hyundai Motor as a car manufacturer continues to grow internationally and our job is to use the competitive world of rallying to add excitement and dynamism to our brand.”

“Hyundai Motor markets around the world are getting fully behind our rally programme and we can already feel the anticipation and excitement levels rising. We know that success will not come overnight and there is a long road ahead but we are committed to being victorious in WRC in the long-term. We are grateful to have the global Hyundai Motor family along with us on the journey.”

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Introduction from Team Principal Michel Nandan

“When I first arrived at Hyundai Motorsport at the start of 2013, I was immediately excited at the prospect of building up Hyundai’s WRC team and the challenges that were ahead of us. In one year, we had the task of creating a fully operational team, a rally-specification i20 and developing a brand new motorsport facility – all from scratch. Many people were sceptical but I knew that it was an achievable target. Here we are, twelve months on, and ready to compete in our first rally at Monte Carlo in January.

“We should never lose sight of what we have achieved in 2013. From my appointment in January, we embarked on a structured recruitment process, bringing on board key specialists in all areas of motorsport – from the design office to the workshop, marketing and PR to logistics, engineering and mechanics; we had to build up every area of the new team. We have established a close-knit group of 90 staff from 18 nationalities, all with a unified goal of getting the Hyundai i20 WRC onto the opening stage at Monte Carlo.

“We worked meticulously on evolving the i20 WRC during the year. We all felt a great sense of emotion when Juho Hänninen gave the car its first run at a shakedown and test in May and from there we have completed 6,900km in 14 test sessions across Europe up to the end of November. We have tried to simulate as many of the varied and tough WRC conditions as possible to prepare for our debut season and we have learned a great deal.

“I am thrilled that we have appointed Thierry Neuville as our lead driver for 2014. It says a lot about the ambition and the long-term commitment of Hyundai Motor to WRC that a rising talent like Thierry has joined our young team. We will also be able to run a number of different drivers in the second i20 WRC car next year to ensure that we can benefit from a cumulative wealth of experience and knowledge in our first competitive season.

“We are under no illusions as to the size of the task we face in 2014. It will be a learning year for us and we are prepared to do our learning in the most public manner possible – in competition. Our

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objectives are to aim to finish all rallies with two cars and to use our experiences to build further for the following year. We will also be looking to compete for the occasional podium during the year.

“At Hyundai Motorsport, we have the passion and desire to succeed but with such an ambitious project, starting from scratch, we also know that it will take time. Whatever happens in 2014, we must always remember that we have already achieved our first target by being ready to compete at Monte Carlo with two rally cars.”

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Hyundai Motorsport Ready to Rally as it Launches 2014 Line-Up

- Team named as Hyundai Shell World Rally Team
- Drivers confirmed for Rally Monte-Carlo with Sordo partnering Neuville, while Hänninen and Atkinson also drive second car on selected rallies
- Hyundai i20 WRC 2014 livery unveiled as preparations for debut finalised

December 10, 2013

Hyundai Motorsport has unveiled its full team line-up at a special launch event in Frankfurt today, as the manufacturer gears up for its debut in the 2014 FIA World Rally Championship at Monte Carlo next month.

Hyundai Motorsport has set realistic targets for its debut season with the primary objective of finishing each rally event with two cars. The young team will approach each rally with the goal of accumulating vital knowledge and data in order to strengthen its foundations for subsequent years. Going up against vastly more experienced WRC competitors, the team knows that it has a steep learning curve, but it certainly relishes the challenge and will be aiming to compete for podium places during the season.

“We have worked tremendously hard to get where we are today and to be able to launch our new WRC team to the world,” explains Team Principal of Hyundai Motorsport GmbH, Michel Pandan. *“In less than one year, we have built and tested a brand new WRC-specification car, the Hyundai i20 WRC, and established a professional team and modern motorsport facility. It’s a huge accomplishment but we know that we have a lot to learn in our first season. Our aims for 2014 are realistic: we want to finish each rally with both cars and build up a database of information and experience so we can develop ourselves into prospective rally winners in the future. If all goes well, we will hope to be competing for occasional podiums as the year progresses.”*

The launch event was held at the home of Hyundai Motor Europe in Offenbach, just a short drive from Hyundai Motorsport’s facility in Alzenau, where final preparations are taking place for the

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team's rally debut in just over one month. Over 150 journalists and guests attended the event to see the newly liveried Hyundai i20 WRC and team on display.

The complete line-up for 2014 includes a new title partner, Shell, which will see the team named Hyundai Shell World Rally Team. The multi-year partnership will see Shell Helix-Ultra logos adorn the Hyundai i20 WRC at all WRC events.

"Shell is delighted to be returning to the WRC in 2014 with Hyundai," said Colin Abraham, Shell Vice President Marketing (Fuels and Lubricants). *"Shell and Hyundai have worked closely together to deliver a high quality product to customers around the world for more than eight years. We bring a genuine understanding of each other's strengths to this exciting new team as the Hyundai i20 WRC prepares for its first competitive season."*

Thierry Neuville made his first public appearance in Hyundai Motorsport colours as the team's lead driver, while Juho Hänninen, who will drive the second i20 WRC at selected events, was also present. It was also announced that both Dani Sordo and Chris Atkinson will partner Neuville at several events during the season, with Sordo running on Rallye Monte-Carlo and Atkinson confirmed for Rally Australia.

"I am really excited at the prospect of helping Hyundai Motorsport to integrate itself into the tough WRC environment," said Neuville. *"It is an honour to be representing a manufacturer like Hyundai Motor Company but also to have the extra responsibility of leading the team in our first season. I am looking forward to Monte Carlo. I can already feel the professionalism, motivation and passion of this team so although it will be a steep learning curve, I am sure it will be a positive one."*

Hänninen said, *"I respect the opportunity that I have been given to join Hyundai Motorsport in its debut WRC season. I was the first to drive the Hyundai i20 WRC back in May so I feel really close to the project and have a great relationship with the team. I am looking forward to competing in Rally Sweden and continuing our learning curve."*

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Sordo commented: *"I am very happy to be part of this exciting Hyundai WRC project. It might be a young team but there is a high level of experience and professionalism that makes the team a really appealing package. I am looking forward to bringing my years of WRC experience to the team in its debut season and to take part in Rallye Monte-Carlo, the first event."*

"It's been a pleasure to be part of Hyundai Motorsport in testing this season and to have had the chance to contribute to the development of the i20 WRC," said Atkinson. *"It's fantastic to be able to carry on with the team into 2014, our first WRC season, and to be able to drive in Rally Australia later in the year."*

Hyundai Motor Company also used the occasion of its WRC launch to announce that Hyundai "N" will be used to symbolise Hyundai's high performance technology on both the i20 WRC car and future mass-produced high performance cars. Linked directly to the company's renewed involvement in WRC, "N" brings together Hyundai Motor's technology and innovation with the learning from motorsport to provide a new experience for customers.

Representing the company's passion for high performance, "N" takes inspiration in both name and spirit from the Pamyang R&D Centre that has collaborated with Hyundai Motorsport on the development of the i20 WRC. The Pamyang R&D Centre is at the heart of the technological innovation and development that serves as the driving force behind Hyundai's growth as a global brand.

The Hyundai WRC team has come a long way since the first iteration of the i20 WRC car made an appearance at the Paris Motor Show in September 2012. Hyundai Motorsport has developed from scratch into a fully functioning motorsport team, defying the odds to build, test and prepare two rally cars ready to compete in 2014. With more than 90 staff from 18 nationalities, made up of motorsport specialists and experienced Hyundai personnel, the team represents the perfect mix of Hyundai and motorsport ideals.

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In just over one month's time, Hyundai Motorsport is set to add a new dimension to the FIA World Rally Championship by competing in its debut event of 2014. The company has already shown what can be accomplished in a short space of time with the right mentality and approach. For the Hyundai Shell World Rally Team, January cannot come soon enough.

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Hyundai Motorsport and the FIA World Rally Championship

A New Competitor is Born

Hyundai Motorsport's entry into the FIA World Rally Championship has been met with equal amounts of excitement and intrigue. Few would have believed that any manufacturer could start a brand new World Rally team from scratch in such an incredibly short space of time but Hyundai Motor Company has always thrived on being the exception rather than the rule. And so, just twelve months since the establishment of Hyundai Motorsport GmbH in December 2012, the team is ready to make its competitive debut on the global rally stage.

The fit with Hyundai Motor Company and World Rally is extremely natural. Hyundai is already a name engaged with sports thanks to its successful partnership with FIFA, which will in 2014 see Hyundai sponsor the FIFA World Cup in Brazil. Motorsport, however, is a perfect home for a car manufacturer, and the World Rally Championship is one of the world's toughest, most technically demanding series that puts engineering excellence at its very core.

Hyundai Motor's Namyang technical research centre in Hwaseong City, Gyeonggi Province, Korea, a world-class integrated R&D facility which employs over 10,000 researchers in total, was given the task to develop the first iteration of a rally car based on the new i20.

When the first version of the car was unveiled at the Paris Motor Show in September 2012, it took the world by surprise. Nobody had anticipated that Hyundai Motor Company was ready to venture into the world of motor racing, let alone with such an ambitious project: to establish its own in-house WRC team based in Europe.

"The FIA World Rally Championship is recognised as one of the most dramatic sporting series on Earth," commented Hyundai Motor Europe Marketing Director, Mark Hall, at the event. *"It's a spectacle filled with excitement and dynamism - the perfect embodiment of the Hyundai brand. WRC also offers the most technologically-diverse challenge for an automotive manufacturer. Our*

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participation will demonstrate Hyundai's engineering excellence and durability, and will also help to enhance our road-going vehicles in the future."

And so, the scene was set. How would Hyundai Motor Company go about tackling such a vast operation? The answer, in true Hyundai spirit, was to build everything from scratch - a new car, a new team and a new facility - with a view to competing just over a year later.

Finding a New Home

In the final months of 2012, Hyundai set about finding a venue from where to host its ambitious rally team. An 8,200m² facility was located in Alzenau, on the outskirts of Frankfurt, situated within a 50km radius of Hyundai Motor Europe Technical and Design Centre at Russelsheim and Hyundai Motor Europe in Offenbach. The factory reinforces the company's commitment to Europe in a logistically convenient location and with all the space required to build a new rally team.

In fact, it went one step further than simply creating a team: it instead established a bespoke motorsport subsidiary, Hyundai Motorsport GmbH, to manage the entire programme. Mr. Gyoo-Heon Choi took on the position of President of Hyundai Motorsport GmbH, which was formed on 19 December 2012.

Hyundai Motorsport recognised from an early stage that it would require specialist input into its WRC activities. The project had already garnered a lot of buzz in the motorsport and automotive industries but it was a testament to the ambition and approach of the Company that WRC veteran Michel Nandan was announced as Hyundai Motorsport Team Principal in January 2013, commencing an intense period of development for the newly-formed company.

At the time, Nandan commented: *"I am honoured to have been chosen by Hyundai to spearhead its exciting new entry into the WRC. There is much to be done but with a dedicated facility in Alzenau and an ambitious core of highly motivated personnel, we are already making good progress."*

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Building the Team

In the space of just a few months, the team was bolstered by the arrival of several experienced motorsport specialists. Bertrand Vallat was one of the first to join Nandan's technical team in the role of Chief Designer. Stéphane Girard was appointed Engine Department Manager, while Alain Penasse joined as Team Manager in April. With motorsport specialist Ernst Kopp as Workshop Manager, Hyundai Motorsport could boast a vastly experienced in-house team. The company also welcomed Hyundai Motor Europe spokesperson Stefan Ph. Henrich as Director of Marketing and PR, reporting to Team Principal Michel Nandan, to ensure an equally high level of corporate experience.

To demonstrate the swift evolution of the Hyundai i20 WRC car, an upgraded model was put on display at the Geneva Motor Show in March 2013. The latest specification included upgrades to aerodynamics, chassis and suspension to improve cooling, enhanced suspension kinematics and chassis stiffness. The car also showed off a new blue livery with an innovative use of native Korean script, Hunminjeongeum, which matched the dynamism and excitement of WRC with the Korean heritage of the team.

The brand new Hyundai i20 WRC rally car enjoyed its first run in May with a private shakedown and systems check prior to its maiden test session. Over three days, the car amassed 550km, giving the team a wealth of data and information from which to develop the car further.

The test kick-started an intensive period of running for Hyundai Motorsport with the i20, covering several venues around Europe, emulating the diverse conditions expected in the tough WRC series - different terrains, altitudes and jumps.

It was also an important time for the company as a whole, as the Alzenau factory was officially inaugurated on 13 June, welcoming visitors from Hyundai Motor Headquarters in Korea and subsidiaries around the world, along with local dignitaries. Executive Vice President and COO of Hyundai Motor Company, Tak Uk Im, said at the opening: *"This is an historic day for Hyundai Motor Company. Not only are we celebrating the opening of the new home of Hyundai Motorsport, but also demonstrating our commitment to improving the performance of all our cars."*

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The Driving Force

As Hyundai Motorsport's impressive rate of development continued to answer any cynics, there were still plenty of questions about the identity of Hyundai's mystery driver. July was the month when all became clear as Juho Hänninen was announced as one of the test drivers. Rather than focus on the skills of one driver only, Hyundai Motorsport selected three test drivers with complementary capabilities, each of whom could add value to the programme in different ways. Bryan Bouffier and Chris Atkinson were added to the testing roster before the end of July as the testing phase ramped up significantly. *"With the combined expertise of all three test drivers, we will be able to benefit from thorough and comprehensive input at every test session,"* explained Michel Pandan.

The team's tour of Europe took them to Germany, France, Finland and Spain as the i20 WRC continued to rack up the kilometres on gravel and tarmac. The team emulated stages of Rally Catalunya, as well as conducting altitude tests to simulate the rigours of Rally Mexico. The car was also put through its paces in Baumholder in Germany, home of the Arena Panzerplatte, which is part of Rallye Deutschland. Hänninen also enjoyed a trip to his Finnish homeland to see how the i20 performed over the country's legendary jumps.

In October alone, the Hyundai i20 WRC tested for 15 days and totalled over 1,000km. Hyundai Motorsport also focussed on the important job of submitting the Hyundai i20 WRC for the mandatory FIA homologation.

Rally Debut Draws Closer

As the 2013 FIA World Rally Championship was wrapped up in style, the prospect of Rallye Monte-Carlo became increasingly real with the arrival of Hyundai Motorsport being met with increased anticipation. At the start of November, the team signalled its intentions in World Rally by announcing the signing of 2013 championship runner-up Thierry Neuville, together with his co-driver Nicolas Gilsoul, as the lead driver pairing. The multi-year deal for the 25-year old rising star from Belgium unequivocally underlines the commitment and ambition shared by both parties. Michel Pandan

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commented: *“By signing a driver of Thierry’s talent, we can show that Hyundai’s WRC engagement is serious and focussed on long-term success”.*

The team made further driver announcements in the final weeks of 2013 with the news that the team’s test driver Juho Hänninen was to remain with Hyundai Motorsport as one of the drivers of the second Hyundai i20 WRC cars. The team was in a position by the start of December to hold a launch event for its complete line-up, including the announcements that Dani Sordo was to become a Hyundai Motorsport driver in 2014, sharing the second i20 WRC with other drivers. The team also revealed that Chris Atkinson would continue to be part of the team with Atkinson lined up for Rally Australia, his home event.

Between May and November, the three test drivers had amassed a total of 6,900km in the i20 WRC but testing continued during December with a trip to Finland to assess the i20 WRC’s performance in arctic conditions, adding another new dimension to the team’s 2014 preparations. With Neuville and Hänninen behind-the-wheel, this test was conducted in similar conditions to Rally Sweden - the second round of the WRC calendar.

New Thinking, New Possibilities

Hyundai Motor has ensured that its global brand is reflected in the new WRC programme, following the brand slogan of New Thinking, New Possibilities. This is perhaps best demonstrated in the team’s approach to hospitality, which will mark a new approach for the championship. The team will incorporate its service into the actual hospitality unit to ensure that guests, media and fans can enjoy watching the cars being services while inside the hospitality unit.

Some of the people who will benefit from this innovative approach to hospitality will be the team’s partners. Shell will be an integral part of Hyundai Motorsport as title partner, while tyre suppliers Michelin, electronics specialists Magneti Marelli and racing equipment manufacturer Sabelt will be part of the team as technical partners. Hyundai Motorsport has also launched a unique collaboration with sound recognition company SoundHound.

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All in all, Hyundai Motorsport has adopted an ambitious vision for its new WRC programme but the company has tackled this new challenge headfirst and made impressive progress. Now, with just one year of preparation, the Hyundai Shell World Rally Team is now ready to embark on the biggest challenge yet - competing on the World Rally stage.

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Introducing the Hyundai i20 WRC - Technical Specifications

Engine

Type	Hyundai Motorsport turbocharged engine with direct injection
Displacement	1,600cc
Bore/stroke	84/72
Power (max.)	300hp (200 kW) at 6,000 RPM
Torque (max)	400Nm at 5,000 RPM
Air restrictor	33mm*
Engine Control Unit	Magneti Marelli SRG unit
Lubrication	Shell Helix-Ultra
Fuel	Carless, FIA approved fuel

Transmission

Type	Four-wheel drive
Gearbox	Sequential gearbox, six forward gears and one reverse
Differential	Mechanical front and rear
Clutch	Cerametallic twin-disk

Chassis/Suspension

Front/rear	MacPherson struts with adjustable dampers
Steering	Hydraulic power-assisted rack and pinion
Braking system	Ventilated Brembo disc brakes (355mm on tarmac; 300mm on gravel). Air-cooled 4-piston callipers
Handbrake	Hydraulic control
Wheels	8x18 inch for tarmac, 7x15 inch for gravel
Tyres	Michelin tyres. Range: Pilot Sport for tarmac, A41 for snow/ice tarmac, X-Ice North for ice/snow gravel and Latitude Cross for gravel

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Cockpit

Seats	Sabelt
Belts	Sabelt, multiple fixing points belts with adjustable straps
Dashboard	Magneti Marelli

Chassis/Bodywork

Structure	FIA-conformant reinforced steel and composite fibre body with welded multi-point roll cage
Length/width	4,030/1,820mm
Track width	1,610mm
Wheel base	2,525mm
Fuel tank capacity	80 litres
Weight	1,200kg minimum / 1,360kg with driver and co-driver*

*as per FIA Technical Regulations

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Hyundai Motorsport – Team Management Profiles

Gyoo-Heon Choi - President

Mr. Choi's appointment as President of Hyundai Motorsport GmbH heralds the next phase in an illustrious career with the Korean car manufacturer that dates back to 1993. As President, his role is ultimately to manage every single aspect of Hyundai Motorsport from its Alzenau facility, co-ordinating on a daily basis with Hyundai Motor headquarters.

Michel Nandan – Team Principal

Michel Nandan is one of World Rally's most experienced and influential figures. As Team Principal, he has been responsible for developing the Hyundai Motorsport programme from scratch, building up a brand new team of staff at the company's facility in Alzenau, including driver appointments and overseeing preparation of all areas of the team ahead of its debut in the FIA World Rally Championship in 2014.

Alain Penasse - Team Manager

As an experienced rally man, Alain is well placed to manage and develop the Hyundai Motorsport team on a daily basis in his role as Team Manager. Covering logistics, organisational and operational responsibilities, Belgium-born Penasse has one of the most versatile and critical roles in the team's management.

Bertrand Vallat - Chief Designer

As Chief Designer, Bertrand is responsible for leading the engineering side of the Hyundai i20 WRC programme. He has been involved at Hyundai Motorsport from the company's inception and has been tasked with heading up technical development of the car throughout testing and into the debut WRC season in 2014.

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Stéphane Girard - Engine Department Manager

Frenchman Stéphane Girard joined Hyundai Motorsport in April 2013 and holds a key role within the team to develop and assemble the rally engines. His primary responsibility is to ensure that the Hyundai i20 WRC's engine delivers consistently across the diversity of terrains and atmospheric conditions that are encountered in the World Rally Championship.

Ernst Kopp - Workshop Manager

With a career background in Formula One, Le Mans 24h and World Rally, Ernst Kopp knows how to run an efficient motorsport workshop. The workshop is the heart of a racing team, where the culmination of all departments comes to fruition to deliver the finished product – in the case of Hyundai Motorsport, a rally-ready Hyundai i20 WRC.

Charles Deffontaines - Rally Chief Engineer

Belgian Charles Deffontaines joined Hyundai Motorsport in November 2013. His position as Rally Chief Engineer will see him manage and lead all Hyundai Motorsport engineers on site at rallies. His main responsibility during each WRC event will be to oversee both car strategies and to ensure that the team extracts the full potential out of the Hyundai i20 WRC in all stages.

Stefan Ph. Henrich - Director of Marketing and PR

Stefan brings a lot of corporate experience to the new WRC team, having been spokesperson at Hyundai Motor Europe for 12 years. His deep understanding of how the company does business has proven invaluable as Hyundai Motorsport establishes its promotional activities.

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Driver and Co-Driver Profiles

Driver Profile: Thierry Neuville

A Belgian native, Thierry Neuville made his debut in rallying at 19 years of age competing in one-make series in his homeland. While contesting numerous events in Belgium in 2008 and 2009 he also made his first outings on the international rally scene, competing in Rally Catalunya as part of the FIA World Rally Championship (WRC) and in Ypres Rally as part of the Intercontinental Rally Challenge (IRC).

From the beginning of his career, Neuville showcased his raw speed and natural talent which drew the attention of late French rally driver Philippe Bugalski who mentored him in his early years in the sport. 2010 saw the young Belgian kick off his first international campaigns as he participated in the FIA Junior World Rally Championship (J-WRC) and in selected rounds of the IRC. Good results started to come as he collected one win and a podium finish in the J-WRC category, topped by a third place overall in the IRC at Ypres Rally - his home event.

In 2011, rising star Neuville established himself as one of the most promising drivers on the international rally scene. He competed in the IRC, together with his current co-driver and compatriot Nicolas Gilsoul - claiming victories at Tour de Corse and Rallye Sanremo. His impressive performances secured him a full season drive for the following year with the Citroën Junior World Rally Team in the WRC.

He finished seventh in the 2012 championship, which acted as a prelude to a competitive 2013 season - with the Qatar M-Sport World Rally Team - in which he claimed four consecutive runner-up results (Italy, Finland, Germany and Australia), in addition to three third-place finishes (Mexico, Greece and Great Britain), clinching the runner-up place in the Drivers' Championship.

In November 2013, Neuville signed a multi-year agreement as lead driver for Hyundai Motorsport to compete in the WRC. At Rallye Monte-Carlo 2014, Neuville - flanked by co-driver Gilsoul - will make his competitive debut with Hyundai Motorsport behind the wheel of the Hyundai i20 WRC.

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Quick Facts

Date of birth: 16 June 1988

Age: 25

Place of birth: Sankt Vith, Belgium

Nationality: Belgian

First WRC event: 2009, Rally Catalunya

Best WRC result: 2nd, 2013 Rally Italia Sardegna, Rally Finland, Rallye Deutschland and Rally Australia

WRC podiums: 7

WRC starts: 33 (end of 2013 season)

Co-driver: Nicolas Gilsoul (BEL)

CV at a Glance

2008	Winner of the RACB Rally Contest, event organised by the Belgian Federation to discover a new young rally driver
2009	Winner of the Citroën Rally Trophy Belux Winner of the 'Summer Rally Match' in France
2010	5 rounds in the 2010 FIA Junior World Rally Championship Best result: 1st J-WRC, Rally Bulgaria Final classification: 7th, 2010 FIA Junior World Rally Championship for Drivers 6 rounds in the Intercontinental Rally Challenge Best result: 3rd overall, Rally Ypres Final classification: 9th, 2010 Intercontinental Rally Challenge
2011	11 rounds in the Intercontinental Rally Challenge Best result: 1st overall, Tour de Corse and Rallye Sanremo

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Winner of the Golden Stage at Cyprus Rally
Final classification: 5th, 2011
Intercontinental Rally Challenge

2012 13 rounds in the FIA World Rally Championship
Best result: 4th overall, Rallye de France
Final classification: 7th, 2012 FIA World Rally Championship for Drivers

2013 13 rounds in the FIA World Rally Championship
Best result: 2nd overall, Rally Italia Sardegna, Rally Finland,
Rallye Deutschland and Rally Australia
Final classification: 2nd, 2013 FIA World Rally Championship for Drivers

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Co-Driver Profile: Nicolas Gilsoul

Sitting alongside Thierry Neuville since the beginning of 2011, 31-year old Nicolas Gilsoul started his co-driving career in the year 2000 in Belgium - his homeland.

After contesting several local events until 2003, he paired with compatriot Bruno Thiry and embarked on his first international quest by participating in the FIA European Rally Championship (ERC). The Belgian pairing clinched two podiums during the year - at Rali Vinho da Madeira and at the ELPA Rally - and finished the Championship in third place overall.

From 2005 to 2010, Gilsoul competed in numerous events in Belgium and around Europe, winning his first event in 2006 at the Rallye des Cardabelles Millau-Aveyron (France) - alongside Thiry - and making his debut in the FIA World Rally Championship (WRC) at Rallye Monte-Carlo in 2007.

2011 marked the beginning of the partnership with Neuville as the Belgian duo tackled the Intercontinental Rally Challenge (IRC), sealing their first victories together (Tour de Corse and Rallye Sanremo), winning the Golden Stage at Rally Cyprus and finishing fifth in the series. Their impressive performances secured them a full season drive in the WRC for the following year with the Citroën Junior World Rally Team.

Gilsoul and Neuville finished seventh in the 2012 Championship, which acted as a prelude to a competitive 2013 season - with the Qatar M-Sport World Rally Team - in which they claimed four consecutive runner-up results (Italy, Finland, Germany and Australia), in addition to three third-place finishes (Mexico, Greece and GB), clinching the runner-up place in the Drivers' and Co-drivers' Championships.

At this year's Wales Rally GB, Gilsoul was awarded with the Michael Park 'Beef' Trophy 2013 for his influence in Neuville's brilliant season in securing second place in the Championship. The trophy is awarded annually in memory of Park, who died in accident in 2005 while co-driving for Estonian driver Markko Martin.

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The Belgian will continue to call pace-notes for Neuville in 2014, joining Hyundai Motorsport to compete in the all the 13 events of the World Rally Championship. They will make their debut behind the wheel of the Hyundai i20 WRC at Rallye Monte-Carlo in January.

Quick Facts

Date of birth: 5 February 1982

Age: 31

Place of birth: Chênée, Belgium

Nationality: Belgian

First WRC event: 2007, Rallye Monte-Carlo

Best WRC result: 2nd, 2013 Rally Italia Sardegna, Rally Finland, Rallye Deutschland and Rally Australia

WRC podiums: 7

WRC starts: 28 (end of 2013 season)

Driver: Thierry Neuville (BEL)

CV at a Glance

2000	Debut of co-driving career
2004	9 rounds in the FIA European Rally Championship Driver: Bruno Thiry (BEL) Best result: 2nd overall, Rali Vinho da Madeira and ELPA Rally Final classification: 3rd, 2004 FIA European Rally Championship
2006	First rally win: Rallye des Cardabelles Millau-Aveyron (France) Driver: Bruno Thiry (BEL)
2007	First WRC event, Rallye Monte-Carlo Driver: Luc Dewinter (BEL)

NEW THINKING. NEW POSSIBILITIES.

- 2008–2010** Several rallies around Europe
- 2011** Debut of the partnership with Thierry Neuville
11 rounds in the Intercontinental Rally Challenge
Driver: Thierry Neuville (BEL)
Best result: 1st overall, Tour de Corse and Rallye Sanremo
Winner of the Golden Stage at Cyprus Rally
Final classification: 5th, 2011 Intercontinental Rally Challenge
- 2012** 13 rounds in the FIA World Rally Championship
Driver: Thierry Neuville (BEL)
Best result: 4th overall, Rallye de France
Final classification: 7th, 2012 FIA World Rally Championship for Co-Drivers
- 2013** 13 rounds in the FIA World Rally Championship
Driver: Thierry Neuville (BEL)
Best result: 2nd overall, Rally Italia Sardegna, Rally Finland,
Rallye Deutschland and Rally Australia
Final classification: 2nd, 2013 FIA World Rally Championship for Co-Drivers

NEW THINKING. NEW POSSIBILITIES.

Driver Profile: Juho Hänninen

32-year-old Finnish driver Juho Hänninen began his rally career at the age of 18, initially competing in Finnish Junior Championship events.

He made his debut in the FIA World Rally Championship (WRC) at Rally Sweden in 2006. He won the Group N class in his first outing in Sweden and finished the rally in 15th place overall. It was a feat he repeated in his next WRC event in Sardinia but it was at the New Zealand rally where he scored his best result of the year with ninth overall.

In 2007, Hänninen contested six rounds in the FIA Production Car WRC (P-WRC) scoring a season best of second in Wales Rally GB. He added a further six P-WRC events to his CV in 2008 and used his expertise in Sweden to finish eighth overall while winning in class. He also won in Finland and added victory in the Russian round of the Intercontinental Rally Challenge (IRC), his first victory in a Super 2000 car. He repeated victory in Rally Russia in 2009.

Juho took part in the IRC in 2010 scoring wins in Argentina, Sardinia and Scotland, as well as four second places and three third place results to take first place overall after a competitive season of rallying.

2011 was a busy year for Hänninen as he took part in both the FIA Super 2000 World Rally Championship (S-WRC) and the IRC. He claimed S-WRC victory at the Acropolis Rally, Rally Finland and Rally Catalunya to top the year-end classification. He also won three IRC events to finish third overall.

His winning ways continued into 2012 as he won four rounds of the FIA European Rally Championship (ERC) and finishing first overall, further enhancing his credentials before a career-defining 2013, which started with his first stage win at Rally Monte-Carlo. He finished sixth in Rally Sweden, as his partnership with co-driver Tomi Tuominen blossomed, and caught the eye of Hyundai Motorsport, who signed him initially as a test driver before confirming him, alongside Tuominen, as a driver for the manufacturer's debut season in WRC in 2014.

NEW THINKING. NEW POSSIBILITIES.

Quick Facts

Date of birth: 25 July 1981

Age: 32

Place of birth: Punkaharju, Finland

Nationality: Finnish

First WRC event: 2006, Rally Sweden

Best WRC result: 6th Rally Sweden 2013

WRC podiums: 0

WRC starts: 36 (end of 2013 season)

Co-driver: Tomi Tuominen (FIN)

CV at a Glance

1999	First rally in Mikkeli (Finland), part of the Finnish Junior Championship
2000–2002	Participated in the Finnish Junior Championship
2003–2005	Finnish Rally Championship Champion group N under 2000 cm ³ in 2004
2006	First WRC event, Rally Sweden Selected rounds of the FIA World Rally Championship Best result: 1st group N class. Rally Sweden and Rally Italia Sardegna, 1st Super 1600 class, Wales Rally GB
2007	6 rounds in the FIA Production car World Rally Championship Best result: 2nd P-WRC, Wales Rally GB Final Classification: 6th, FIA Production car World Rally Championship for Drivers Selected rounds in the FIA World Rally Championship in a Mitsubishi World Rally Car Best result: 8th overall, Rally Italia Sardegna

NEW THINKING. NEW POSSIBILITIES.

- 2008** 6 rounds in the FIA Production car World Rally Championship
 Best result: 1st P-WRC, Rally Sweden (8th overall) and Rally Finland
 Final classification: 2nd, FIA Production car World Rally Championship for Drivers
 2 rounds in the Intercontinental Rally Challenge
 Best result: 1st overall, Rally Russia
- 2009** 6 rounds in the Intercontinental Rally Challenge
 Best result: 1st overall, Rally Russia
 Final classification: 6th, Intercontinental Rally Challenge
- 2010** 11 rounds in the Intercontinental Rally Challenge
 Best result: 1st overall, Rally Argentina, Rally Italia Sardegna and Rally of Scotland
 Final classification: 1st, Intercontinental Rally Challenge
- 2011** 7 rounds in the FIA Super 2000 World Rally Championship
 Best result: 1st S-WRC, Acropolis Rally, Rally Finland and Rally RACC Catalunya - Costa Daurada
 Final classification: 1st, FIA Super 2000 World Rally Championship for Drivers
 11 rounds in the Intercontinental Rally Challenge
 Best result: 1st overall, Rally Islas Canarias, Yalta Rally and SATA Rallye Açores
 Final classification: 3rd, Intercontinental Rally Challenge
- 2012** 7 rounds in the FIA European Rally Championship
 Best result: 1st overall, Croatia Rally, Ypres Rally, Bosphorus Rally and Barum Rally
 Final classification: 1st, European Rally Championship
- 2013** Beginning of the partnership with Tomi Tuominen
 Selected rounds in the FIA World Rally Championship
 Best result: 6th overall, Rally Sweden and one stage win at Rallye Monte-Carlo
 Hyundai Motorsport test driver

NEW THINKING. NEW POSSIBILITIES.

Co-Driver Profile: Tomi Tuominen

With more than 20 years of experience as a co-driver, Tomi Tuominen started his partnership with Juho Hänninen at the beginning of 2013 after having navigated for other Finnish compatriots on both the national and international rally scene.

His first outing in the co-driver seat was back in 1991 in his native Finland where he competed in the Finnish Junior Championship. In 1993 he stepped up to the Finnish Rally Championship and made his international rally debut at Saaremaa Rally in Estonia, reading notes to Finnish driver Esa Saarenpää.

From 1994 to 1998, Tuominen's navigating skills were used in several events partnering different drivers before returning to his country's national championship in 1999 alongside Saarenpää.

In 2001, the 42-year-old began a long term partnership with Finn Sebastian Lindholm in the Finnish Rally Championship which they won in 2004 and 2006. The pairing also carried out some test work for Peugeot Sport during 2005.

2008 saw the Finn joining compatriot Toni Gardemeister on his FIA World Rally Championship (WRC) campaign with the Suzuki World Rally Team. The Finnish duo contested a full-season in the WRC, with their best result being sixth place overall at Rally Japan.

Tuominen continued to sit alongside Gardemeister on several events around Europe until 2012 when he took a year out of the co-driver's seat.

He was selected by Hänninen at the start of the 2013 season to partner him on selected rounds of the WRC. The duo won a stage at the opening round Rallye Monte-Carlo and finished Rally Sweden in sixth overall. The good results of the two Finns caught the eye of Hyundai Motorsport, who signed them for the manufacturer's debut season in WRC in 2014.

NEW THINKING. NEW POSSIBILITIES.

Quick Facts

Date of birth: 8 November 1971

Age: 42

Place of birth: Helsinki, Finland

Nationality: Finnish

First WRC event: 1999, Rally Finland

Best WRC result: 6th, 2013 Rally Sweden

WRC podiums: 0

WRC starts: 24 (end of 2013 season)

Driver: Juho Hänninen (FIN)

CV at a Glance

1991	Debut of co-driving career
1992	Finnish Junior Championship Driver: Toni Lindqvist (FIN)
1993	Finnish Rally Championship Driver: Henri Hollo (FIN)
1994–1998	Several rallies alongside various drivers
1999	First WRC event, Rally Finland Finnish Rally Championship Driver: Esa Saarenpää (FIN)
2001–2004	Finnish Rally Championship Driver: Sebastian Lindholm (FIN) Winner of the Finnish Rally Championship in 2004
2005	Test work for Peugeot Sport with Sebastian Lindholm
2006	Finnish Rally Championship Driver: Sebastian Lindholm (FIN)

NEW THINKING. NEW POSSIBILITIES.

- Final classification: 1st, Finnish Rally Championship
- 2008** 15 rounds in the FIA World Rally Championship with the Suzuki World Rally Team
Driver: Toni Gardemeister (FIN)
Best result: 6th overall, Rally Japan
- 2009–2011** Numerous rallies around Europe with several drivers
- 2013** Beginning of the partnership with Juho Hänninen
Selected rounds in the FIA World Rally Championship
Driver: Juho Hänninen (FIN)
Best result: 6th overall, Rally Sweden and one stage win at Rallye Monte-Carlo
Hyundai Motorsport testing

NEW THINKING. NEW POSSIBILITIES.

Driver Profile: Dani Sordo

Spain's Dani Sordo is one of the most experienced WRC drivers still in competition with over 100 rallies under his belt at 30 years of age. His first foray into rallying didn't come until 2001 after several years of competition in motocross, karting and hill-climbing in the late 1990s and first year of the new millennium.

From his first rally event at the Ciudad de Torrelavega, his Spanish home town, Sordo picked up the rallying bug and contested several events in the following year's Spanish championship. It was in 2003 when Sordo made the move up to the FIA World Rally Championship (WRC) at Rally Catalunya, while he concurrently took part in - and dominated - the Spanish Tarmac Rally Championship.

In 2004, he added a few more WRC events to his season but his main victory came in the Spanish Rally Championship, which he won. He participated in the FIA Junior World Rally Championship (J-WRC) in 2005, winning in class in Sardinia, Finland, Germany and Catalunya.

The success of 2005 led to a near full time role in WRC in 2006 with Citroën Racing with a best result of second and final classification of fifth in the drivers' championship. He added more second places in subsequent seasons finishing fourth in the overall standings in 2007, and third in 2008 and 2009.

In 2011 and 2012 he competed with the MINI World Rally Team, where he claimed more runner-up results but in the past year's WRC championship Sordo ended years of waiting as he finally claimed the elusive rally victory with a determined drive in Rallye Deutschland which transformed the experienced Spaniard into a deserved WRC winner for the first time.

His wealth of experience and consistency will be a real asset to Hyundai Motorsport in 2014 as he is lined up to take part in a selected number of WRC events with the fledgling manufacturer team.

NEW THINKING. NEW POSSIBILITIES.

Quick Facts

Date of birth: 2 May 1983

Age: 30

Place of birth: Torrelavega, Spain

Nationality: Spanish

First WRC event: 2003, Rally Catalunya

Best WRC result: 1st, Rallye Deutschland 2013

WRC podiums: 36

WRC starts: 110 (end of 2013 season)

Co-driver: Marc Martí

CV at a Glance

1995	Debut in competition: motocross
1997	Debut in motorsport: karting 80cc
1999–2000	Campeonato de Cantabria de Montaña in hill-climbing Winner of the Championship in 2000
2001	First rally: Rally Ciudad de Torrelavega
2002	Selected rounds in the Spanish Rally Championship
2003	First WRC event, Rally Catalunya Spanish Tarmac Rally Championship Final classification: 1st, Spanish Tarmac Rally Championship
2004	Selected rounds in the FIA World Rally Championship Spanish Rally Championship Final classification: 1st, Spanish Rally Championship
2005	7 rounds in the FIA Junior World Rally Championship Best result: 1st J-WRC, Rally Italia Sardegna, Rally Finland, Rallye Deutschland and Rally Catalunya

NEW THINKING. NEW POSSIBILITIES.

- Final classification: 1st FIA Junior World Rally Championship for Drivers
Spanish Rally Championship
- Final classification: 1st, Spanish Rally Championship
- 2006** 16 rounds in the FIA World Rally Championship
Best result: 2nd overall, Rally Catalunya and Rallye Deutschland
Final classification: 5th, FIA World Rally Championship for Drivers
- 2007** 16 rounds in the FIA World Rally Championship
Best result, 2nd overall, Rallye Monte-Carlo, Rally Catalunya, Rally Japan
and Rally Ireland
Final classification: 4th, FIA World Rally Championship for Drivers
- 2008** 15 rounds in the FIA World Rally Championship
Best result: 2nd overall, Rally Jordan, Rallye Deutschland, Rally New Zealand
and Rally Catalunya
Final classification: 3rd, FIA World Rally Championship for Drivers
- 2009** 12 rounds in the FIA World Rally Championship
Best result: 2nd overall, Rally Ireland, Rally Argentina, Rally Poland and
Rally Catalunya
Final classification: 3rd, FIA World Rally Championship for Drivers
- 2010** 13 rounds in the FIA World Rally Championship
Best result: 2nd overall, Rally Bulgaria, Rallye Deutschland and Rallye
de France
Final classification: 5th, FIA World Rally Championship for Drivers
- 2011** 6 rounds in the FIA World Rally Championship
Best result: 2nd overall, Rallye de France
Final classification: 8th, FIA World Rally Championship for Drivers
- 2012** 8 rounds in the FIA World Rally Championship
Best result: 2nd overall, Rallye Monte-Carlo
Final classification: 11th, FIA World Rally Championship for Drivers

NEW THINKING. NEW POSSIBILITIES.

2013 12 rounds in the FIA World Rally Championship
Best result: 1st overall, Rallye Deutschland
Final classification: 5th, FIA World Rally Championship for Drivers

NEW THINKING. NEW POSSIBILITIES.

Co-Driver Profile: Marc Martí

Marc Martí has acquired over twenty years of experience in the FIA World Rally Championship (WRC), accumulating 145 WRC starts between 1992 and the end of 2013. The Spaniard has contested numerous events in his homeland during a stellar career from his debut in WRC at Rallye Catalunya in 1992 through a multi-year participation in the Spanish Rally Championship in the 1990s.

Co-driving initially for Oriol Gómez and then for Jesús Puras, Martí won took his first title in 1999 alongside his compatriot Puras in the same year as claiming second place in Tour de Corse.

The pairing continued their success into the new Millennium as they took the Spanish title alongside selected rounds in WRC. Just one year later, the fruits of their hard work paid dividends as they took the victory in Tour de Corse in 2001 and steered their way to third in the Spanish Gravel Rally Championship.

In 2003, Martí co-drove for WRC legend Carlos Sainz and they finished third in the WRC standings with one victory in Turkey. They added victory in Argentina to their tally one year later and finished the year in fourth place.

2005 saw Martí form a partnership with Dani Sordo as they embarked on a winning year together in J-WRC and the Spanish championship. The duo finished second in Rally Catalunya and Rallye Deutschland, and in 2007 they also finished runners-up in Monte Carlo, Catalunya, Japan and Ireland.

More second places followed in 2008 and 2009 when the partnership finished third overall in the end-of-year classification. Most recently, Martí has contested selected rallies with a number of different drivers but for 2014, he reunites with Dani Sordo as the Spanish duo join Hyundai Motorsport to help the manufacturer in its debut season in WRC, sharing the second Hyundai i20 WRC car beginning at Rallye Monte-Carlo.

NEW THINKING. NEW POSSIBILITIES.

Quick Facts

Date of birth: 1 October 1966

Age: 47

Place of birth: Molins de Rey, Spain

Nationality: Spanish

First WRC event: 1992, Rallye Catalunya

Best WRC result: 1st, Tour de Corse 2001, Rally Turkey 2003 and Rally Argentina 2004

WRC podiums: 42

WRC starts: 145 (end of 2013 season)

Driver: Dani Sordo (ESP)

CV at a Glance

1983	Debut of co-driving career
1992–1993	First WRC event, Rallye Catalunya Selected rallies in Spain
1994	Spanish Rally Championship Driver: Oriol Gómez (ESP) Final classification: 1st, Spanish Rally Championship
1995	Spanish Rally Championship Driver: Oriol Gómez (ESP) Final classification: 1st, Spanish Rally Championship
1996	Spanish Gravel Rally Championship Driver: Pedro Diego (ESP) Final classification: 1st, Spanish Gravel Rally Championship
1997	9 rounds in the FIA World Rally Championship Driver: Oriol Gómez (ESP) Best result: 9th, Rally Argentina

NEW THINKING. NEW POSSIBILITIES.

- 1998** 10 rounds in the FIA World Rally Championship
 Driver: Oriol Gómez (ESP)
 Best result: 10th, Rally Argentina
- 1999** Spanish Rally Championship
 Driver: Jesús Puras (ESP)
 Final classification: 1st, Spanish Rally Championship
 7 rounds in the FIA World Rally Championship
 Driver: Jesús Puras (ESP)
 Best result: 2nd, Tour de Corse
- 2000** Spanish Rally Championship
 Driver: Jesús Puras (ESP)
 Final classification: 1st, Spanish Rally Championship
 Selected WRC rounds with Puras
- 2001** Spanish Gravel Rally Championship
 Driver: Jesús Puras (ESP)
 Final classification: 3rd, Spanish Gravel Rally Championship
 Selected rounds in the WRC with Puras
 Best result: 1st, Tour de Corse
- 2002** Various rallies around Spain
- 2003** 14 rounds in the FIA World Rally Championship
 Driver: Carlos Sainz (ESP)
 Best result: 1st, Rally of Turkey
 Final classification: 3rd, FIA World Rally Championship
- 2004** 15 rounds in the FIA World Rally Championship
 Driver: Carlos Sainz (ESP)
 Best result: 1st, Rally Argentina
 Final classification: 4th, FIA World Rally Championship
- 2005** 7 rounds in the FIA Junior World Rally Championship
 Driver: Dani Sordo (ESP)
 Best result: 1st J-WRC, Rally Italia Sardegna, Rally Finland,

NEW THINKING. NEW POSSIBILITIES.

- Rallye Deutschland and Rally Catalunya
 Final classification: 1st, FIA Junior World Rally Championship for Drivers
 Spanish Rally Championship
 Driver: Dani Sordo (ESP)
 Final classification: 1st, Spanish Rally Championship
- 2006** 16 rounds in the FIA World Rally Championship
 Driver: Dani Sordo (ESP)
 Best result: 2nd overall, Rally Catalunya and Rallye Deutschland
 Final classification: 5th, FIA World Rally Championship for Co-Driver
- 2007** 16 rounds in the FIA World Rally Championship
 Driver: Dani Sordo (ESP)
 Best result, 2nd overall, Rallye Monte-Carlo, Rally Catalunya, Rally Japan
 and Rally Ireland
 Final classification: 4th, FIA World Rally Championship for Co-Drivers
- 2008** 15 rounds in the FIA World Rally Championship
 Driver: Dani Sordo (ESP)
 Best result: 2nd overall, Rally Jordan, Rallye Deutschland, Rally New Zealand
 and Rally Catalunya
 Final classification: 3rd, FIA World Rally Championship for Co-Drivers
- 2009** 12 rounds in the FIA World Rally Championship
 Driver: Dani Sordo (ESP)
 Best result: 2nd overall, Rally Ireland, Rally Argentina, Rally Poland
 and Rally Catalunya
 Final classification: 3rd, FIA World Rally Championship for Co-Drivers
- 2010** 8 rounds in the FIA World Rally Championship
 Best result: 2nd overall, Rally Bulgaria
 1 round in the FIA Super 2000 World Rally Championship with Albert Llovera
- 2011–2013** Selected rallies with various drivers

NEW THINKING. NEW POSSIBILITIES.

Driver Profile: Chris Atkinson

Chris 'Atko' Atkinson started his rally career at the comparatively late age of 22 when he competed in the Rally of Canberra, in his native Australia. His competitiveness behind the wheel of a rally car was evident quite quickly when, in 2002, he was victorious in the Australian Rally Championship Privateers Cup.

Moving to the FIA Asia Pacific Rally Championship in 2003, he claimed a best result of first place in the Super 1600 class in the rallies of Canberra, Thailand and India, taking the overall title in class. It was enough to elevate him into the World Rally Championship in 2004 with his WRC debut in New Zealand.

Just one year later, Atkinson's rise continued as he was signed by the Subaru World Rally Team – where he remained until 2008 – embarking on a full rally season in WRC, taking a career-to-date best of third in Rally Japan. He finished fourth in the same event in 2006, which helped him to break into the drivers' top ten in the end-of-year standings.

He repeated fourth place results in 2007 at Monte Carlo, Finland and New Zealand, while demonstrating his annual improvements with second place in the 2008 Mexico and Argentina WRC events. As one decade ended and a new one began, Atkinson was ever present in the WRC and FIA Asia Pacific Rally Championship, in which he took victory in three of six events in 2011. He won the overall title in 2012 with two wins but also contested seven rounds of WRC with a best result of fifth in Germany.

The Australian was identified in 2013 by the newly-formed Hyundai Motorsport team as an ideal candidate for their intensive test programme and he became one of the team's official test drivers before being named in the team's driver line-up for 2014. Atkinson will take part in selected events - including Rally Australia, his home event – but continue to offer test support as the team begins its maiden WRC season.

NEW THINKING. NEW POSSIBILITIES.

Quick Facts

Date of birth: 30 November 1979

Age: 34

Place of birth: Bega, Australia

Nationality: Australian

First WRC event: 2004, Rally New Zealand

Best WRC result: 2nd, Rally Mexico and Rally Argentina 2008

WRC podiums: 6

WRC starts: 75 (end of 2013 season)

Co-driver: Stéphane Prévot (BEL)

CV at a Glance

2001	First rally: Rally of Canberra
2002	Australian Rally Championship Final classification: 1st, Australian Rally Championship Privateers Cup
2003	FIA Asia Pacific Rally Championship Best result: 1st S1600 class, Rally of Canberra, Rally of Thailand, India Rally Final classification: 1st, FIA Asia Pacific Rally Championship Super 1600 Class
2004	First WRC event, Rally New Zealand Selected rounds in the FIA World Rally Championship and FIA Asia Pacific Rally Championship
2005	15 rounds in the FIA World Rally Championship Best result: 3rd overall, Rally Japan Final classification: 12th, FIA World Rally Championship for Drivers
2006	16 rounds in the FIA World Rally Championship

NEW THINKING. NEW POSSIBILITIES.

- Best result: 4th overall, Rally Japan
 Final classification: 10th, FIA World Rally Championship for Drivers
- 2007** 16 rounds in the FIA World Rally Championship
 Best result: 4th overall, Rallye Monte-Carlo, Rally Finland and Rally New Zealand
 Final classification: 7th, FIA World Rally Championship for Drivers
- 2008** 15 rounds in the FIA World Rally Championship
 Best result: 2nd overall, Rally Mexico and Rally Argentina
 Final classification: 5th, FIA World Rally Championship for Drivers
- 2009–2010** Selected rounds in the FIA World Rally Championship and FIA Asia Pacific Rally Championship
- 2011** 6 rounds in the FIA Asia Pacific Rally Championship
 Best result, 1st overall, Malaysian Rally, Rallye de Nouvelle Calédonie and Rally of Whangarei
 Final classification: 2nd, FIA Asia Pacific Rally Championship
- 2012** 6 rounds in the FIA Asia Pacific Rally Championship
 Best result: 1st overall, Rally of Whangarei and Rally of Queensland
 Final classification: 1st, FIA Asia Pacific Rally Championship
 7 rounds in the FIA World Rally Championship
 Best result, 5th, Rallye Deutschland
 Final classification: 13th, FIA World Rally Championship for Drivers
- 2013** Selected rallies in China
 FIA World Rally Championship, 6th, Rally Mexico
 Hyundai Motorsport test driver

NEW THINKING. NEW POSSIBILITIES.

Co-Driver Profile: Stéphane Prévot

Stéphane Prévot has been co-driving for over 25 years and has an impressive pedigree in the FIA World Rally Championship (WRC), having contested over 150 WRC rallies since 1989.

From his co-driving debut in 1987, it was just two years later that he moved up to WRC for his first event on the international stage at Rally Great Britain, co-driving for Belgian Georges Simons.

After a few years in Belgian and European championships, Prévot moved back to WRC in 1992 where he remained for the rest of the decade with Bruno Thiry, winning the FIA European Rally Championship title in 1999.

The duo took part in seven rounds of the FIA European Rally Championship (ERC) at the turn of the millennium, winning at Rally Albena and Rallye du Condroz, which led them back into WRC for 2001 and 2002.

In 2003, the Belgian started to co-drive for compatriot François Duval, achieving a best finish of second in Mexico and Germany in 2004.

He co-drove in WRC in 2005 and 2006 before beginning his new partnership with Australian Chris Atkinson. 11 rounds of WRC in 2007 yielded a best finish of fourth place while they took the runner-up spot in Mexico and Argentina just one year later.

In 2011, the pairing took part in six rounds of the FIA Asia Pacific Rally Championship with significant success and a final classification of second place with three rally wins. They went one step further in 2012 to take the championship title, while also joining five rounds of WRC.

For 2013, Prévot and Atkinson joined Hyundai Motorsport to carry out important test work for the manufacturer's preparations for 2014, in which they will also share the second Hyundai i20 WRC car.

NEW THINKING. NEW POSSIBILITIES.

Quick Facts

Date of birth: 7 January 1969

Age: 44

Place of birth: Huy, Belgium

Nationality: Belgian

First WRC event: 1989, Rally Great Britain

Best WRC result: 2nd, Rally Cote d'Ivoire 1992

WRC podiums: 17

WRC starts: 157 (end of 2013 season)

Driver: Chris Atkinson (AUS)

CV at a Glance

1987	Debut of co-driving career
1989	First WRC event, Rally Great Britain Driver: Georges Simons (BEL)
1990	Belgian Rally Championship Driver: Marc Timmers (BEL) Final classification: 1st, Belgian Rally Championship Group N class
1991	FIA European Rally Championship Driver: Bruno Thiry (BEL) Best result: 1st, Rallye Bohemia
1992	Selected rounds in the FIA World Rally Championship and FIA European Rally Championship Best result: 2nd overall, Rally Cote d'Ivoire
1993	7 rounds in the FIA World Rally Championship Driver: Bruno Thiry (BEL) Best result: 5th, Rallye Sanremo

NEW THINKING. NEW POSSIBILITIES.

- 1994** 7 rounds in the FIA World Rally Championship
Driver: Bruno Thiry (BEL)
Best result: 3rd, Rally Great Britain
- 1995–1999** Numerous rounds in the FIA World Rally Championship and FIA European Rally Championship
(ERC title for Co-Drivers in 1999)
Driver: Bruno Thiry (BEL)
- 2000** 7 rounds in the FIA European Rally Championship
Driver: Bruno Thiry (BEL)
Best result: 1st, Rally Albena and Rallye du Condroz
Final classification: 2nd, FIA European Rally Championship (1st, F2 Class)
- 2001–2002** Several rounds in the FIA World Rally Championship
Driver: Bruno Thiry (BEL)
- 2003–2004** FIA World Rally Championship
Driver: François Duval (BEL)
Best result: 2nd, Rally Mexico and Rallye Deutschland 2004
- 2005** FIA World Rally Championship
Driver: François Duval (BEL)
Best result: 4th, Rally New Zealand
- 2006** FIA World Rally Championship
Driver: Stéphane Sarrazin (FRA)
Best result: 5th, Rallye Monte-Carlo
- 2007** Beginning of the partnership with Chris Atkinson
11 rounds in the FIA World Rally Championship
Driver: Chris Atkinson (AUS)
Best result: 4th, Rally Finland and Rally New Zealand
- 2008** 15 rounds in the FIA World Rally Championship
Driver: Chris Atkinson (AUS)
Best result: 2nd, Rally Mexico and Rally Argentina
Final classification: 5th, FIA World Rally Championship for Co-drivers

NEW THINKING. NEW POSSIBILITIES.

- 2009–2010** Several rallies alongside various drivers
- 2011** 6 rounds in the FIA Asia Pacific Rally Championship
Driver: Chris Atkinson (AUS)
Best result, 1st overall, Malaysian Rally, Rallye de Nouvelle Calédonie and Rally of Whangarei
Final classification: 2nd, FIA Asia Pacific Rally Championship
- 2012** 6 rounds in the FIA Asia Pacific Rally Championship
Driver: Chris Atkinson (AUS)
Best result: 1st overall, Rally of Whangarei and Rally of Queensland
Final classification: 1st, FIA Asia Pacific Rally Championship
5 rounds in the FIA World Rally Championship
Driver: Chris Atkinson (AUS)
Best result, 5th, Rallye Deutschland
- 2013** Selected rallies in China
Hyundai Motorsport testing

NEW THINKING. NEW POSSIBILITIES.

About the FIA World Rally Championship

Running in various guises for 40 years, the FIA World Rally Championship is the ultimate, season-long test of speed and endurance for man and machine. Initially a Manufacturers' Championship started in the early 1970s, the Drivers' Championship did not start until later in the decade. With multiple championship-winning drivers such as Walter Röhrl, Juha Kankkunen, Miki Biasion, Carlos Sainz, Tommi Mäkinen, Marcus Grönholm and Sébastien Loeb, as well as iconic cars and manufacturers, the series boasts a long and illustrious heritage as well as an enthusiastic following.

Early images of rallying often focus on gentleman drivers in almost standard road cars battling with the snowy conditions on the Rallye Monte-Carlo. In those days the meaning of rally was to converge on or journey to a location from multiple points. The evolution into the professional, top-class global motorsport of today has seen classic events like the Safari Rally in Africa give way to the high speed, relative sprint events of the current series where rallies are normally based around a central headquarters and service area. Nowadays, events see competitors take on between two and four stages each morning or afternoon before returning to the service park for maintenance.

In 2014, the WRC will see 13 events covering three continents over a period of 11 months. With rallies covering a total of around 1,500 kilometres which includes 300-400km of special stages on gravel, asphalt, dust, snow or ice, rally teams need to deliver speed, durability and consistency.

NEW THINKING. NEW POSSIBILITIES.

2014 Calendar

Rallye Monte-Carlo	14-19 January
Rally Sweden	05-08 February
Rally Mexico	06-09 March
Rally de Portugal	03-06 April
Rally Argentina	08-11 May
Rally d'Italia	06-08 June
Rally Poland	27-29 June
Rally Finland	01-03 August
Rallye Deutschland	22-24 August
Rally Australia	12-14 September
Rallye de France	03-05 October
Rally de España	24-26 October
Rally of Great Britain	14-16 November

Normally run over two to four days, the action typically takes place on closed roads in rural regions including mountains, forests, vineyards and military ranges although it sometimes also ventures to more spectator friendly venues such as town centres. The winner, who receives 25 Championship points, is the competitor with the lowest aggregate time, including any penalties, over the timed special stages. Points are then awarded down to tenth place on the Driver and Co-driver Championships. Teams gain points for a maximum of two nominated cars.

Introduced in 2011, the Power Stage, one of the final stages of the rally, offers extra points for the fastest three drivers regardless of their overall positions. The quickest car gets three points while the third fastest gets a single point, any of which can make a big difference at the end of the year when Championships have been settled on such fine margins.

By the end of the year, each of the WRC cars in the larger teams will have used nearly 400 tyres and covered almost 20,000km during rallies with an average speed on special stages of almost 100km/h.

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Despite dedicated fans who turn up in their tens of thousands to watch the live action, most spectators watch the action unfold around world on TV. With hundreds of millions of people tuning into almost 6,000 hours of rally coverage in over 200 countries during 2013, the WRC Promoter is tasked with expanding the audience further.

The arrival of Hyundai Motorsport into the WRC not only adds another element to the mix of competition, but also generates further interest among fans and opens the sport to an ever wider audience. This opportunity has not gone unnoticed by other teams and the FIA who have provided a warm welcome on the eve of the team's debut.

Fédération Internationale de l'Automobile (FIA) President, Jean Todt said: *"It is with great anticipation that we await the return of Hyundai to the FIA World Rally Championship next year. Having another top manufacturer involved in the series is a huge boost and demonstrates the appeal our sport has for showcasing technology at the highest level. Monte Carlo, the first round of the series, will be a big challenge for Hyundai Motorsport, not only because it is its first competitive event with the i20 WRC but because it is such a unique rally. Everyone at the FIA wishes them the greatest success as they embark on this exciting new project."*

Volkswagen Motorsport Director, Jost Capito said: *"We are very pleased that Hyundai is entering the World Rally Championship. This only goes to show how appealing rallying is to major automobile manufacturers. Hyundai will make the World Rally Championship even more exciting and fascinating for spectators. At the same time, it will also make Volkswagen's task even more challenging: Hyundai is taking a very focussed and professional approach to the WRC, has a very strong team. They will certainly be going all out to beat us. We welcome Hyundai and see their entry as additional motivation to improve ourselves."*

M-Sport Managing Director, Malcolm Wilson OBE said: *"Hyundai's return to the FIA World Rally Championship can only bring bigger and better things to the sport - more competition, more friendly rivalries and, ultimately, more action on the stages. We all look forward to welcoming them to the WRC camp in Monte Carlo and to what I hope will be many close-fought battles in the years to come."*

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Citroën Racing Team Principal, Yves Matton said: *“The arrival of Hyundai into the FIA World Rally Championship is nothing but positive. Their commitment brings a new dynamic to the competition and for sure it will stimulate the interest for our sport. It has been a long time since we had a WRC season with four manufacturers and without any doubt 2014 is going to be a thrilling year. Monte Carlo is not the easiest rally to make a debut but we all know that with their motivation, Hyundai is going to be a tough competitor on the World Rally stages.”*

This genuine welcome and friendly, but intense competition is what embodies the World Rally Championship and is what provides the next challenge for the Hyundai Shell World Rally Team as it embarks on its competitive debut.

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Hyundai Motor Company in Brief

Established in 1967, Hyundai Motor Company has grown into the Hyundai Motor Group, with more than two dozen auto-related subsidiaries and affiliates. The three main pillars of the group are: vehicle manufacturing and sales, Hyundai Motor; steel production, Hyundai Steel; and construction, Hyundai Engineering & Construction.

Hyundai Motor, which exported its first independently made vehicle, the Pony, in 1976, now exports over 1 million high quality vehicles, including passenger cars, SUVs, trucks and buses.

In 2012, Hyundai Motor sold 4.41 million cars worldwide, up 8.6 percent from the previous year (Korea: 667,496 / Overseas: 3,742,861). It aims to sell 4.66 million vehicles globally in 2013 (Korea: 668,000 / Overseas: 3,992,000), a 5.7 percent increase from last year.

Brand Management

Hyundai Motor Company officially announced its new brand direction ‘Modern Premium’ and brand slogan ‘New Thinking. New Possibilities.’ at the 2011 North American International Auto Show (NAIAS) in Detroit, U.S.

‘Modern Premium’ is the brand image the company strives to project by providing experiences that go beyond customers’ expectations. Since its official launch, the company has carried out a series of creative activities to clearly communicate the values of ‘Modern Premium’.

As part of this outreach, Hyundai Motor launched its worldwide brand campaign ‘Live Brilliant’ in April 2012. This campaign was the first time the company promoted one unified message in all major markets throughout the world in order to build a consistent global brand image. It was designed to help customers across the world better understand the company’s new brand direction.

Thanks to such efforts, Hyundai Motor saw its brand value surge 20.5 percent from a year earlier, to \$9 billion, according to brand consultancy Interbrand’s 2013 Best 100 Global Brands. This highly

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impressive growth significantly outperformed the industry average of 12.4 percent growth.

During his 2013 New Year's speech on Jan. 2, 2013, Hyundai Motor's Chairman and CEO Mong-Koo Chung announced that the company will strive for 'Brand Innovation based on quality' this year in order to strengthen fundamentals and secure competitiveness for the future.

Global Operations

As the employer of over 90,000 workers worldwide, Hyundai Motor is implementing a new global policy aimed at localization in terms of product development, design, sales and marketing to fully satisfy local customers' tastes.

With the completion of its third plant in China and a new plant in Brazil in 2012, Hyundai Motor currently has seven manufacturing bases outside of Korea in Brazil, China, the Czech Republic, India, Russia, Turkey and the U.S., with a combined production capacity of about 4.42 million units a year (Korea: 1.86 million / Overseas: 2.65 million).

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