

# News Release

## Hyundai Motor Europe appoints Andreas-Christoph Hofmann as Vice President Marketing & Product

- Hyundai Motor strengthens European senior management team with new appointment
- Hofmann's career includes roles in Marketing, Brand Communication and Retail at global level
- His experience with premium brands will influence strategic direction for Hyundai Motor in Europe

September 21<sup>st</sup>, 2017 – Hyundai Motor Europe has appointed Andreas-Christoph Hofmann to the role of Vice President Marketing & Product. He joins the company to take up his new position on 1<sup>st</sup> November 2017.

Mr Hofmann, 54, becomes responsible for pan-European marketing strategy and direction across all related functions, including Advertising, Brand Strategy, Digital, Advanced Product Planning, Product Management and Pricing, PR and Brand Experience. He starts as the company sets out its business strategy 'Road to 2021', with 30 new products to be launched in Europe to support the brand's ambitious growth plan.

Mr Hofmann joins his management colleagues and division members at the European headquarters of Hyundai Motor, based in Offenbach, Germany. The operational scope of Hyundai Motor Europe covers 31 countries.

"To achieve our mid-term strategic goals in Europe, we plan to extend our product offering considerably and enhance our brand perception among customers," says Hyung Cheong Kim, President and CEO at Hyundai Motor Europe. "Helping to drive us to the next level, we are delighted that Andreas-Christoph Hofmann is joining our management team. He brings all his experiences from an impressive career covering senior-level responsibility for major automotive brands. We look forward to welcoming him on board."

During his 28-year career in the automotive industry, Mr Hofmann has held management and senior management positions for a range of premium brands, including AUDI, Mercedes-Benz and, since 2002, BMW. For the last 15 years he was with BMW Group, most recently as Vice President Retail Business Development BMW and MINI. Prior to that, he had been Vice President of Brand Communication at BMW Group, also holding the role of acting Senior Vice President BMW Marketing Worldwide. Overall, he was variously responsible for BMW, MINI and Rolls Royce brand and product strategy. As well as being the Product Manager responsible for the first SMART generation with Mercedes-Benz in Switzerland, during the 1990s he held product marketing and brand management roles among others with Audi AG.

"To join Hyundai Motor Europe is an exciting challenge and a great pleasure for me. The company has great potential to grow further in Europe and become a top-tier brand. The extraordinary product substance and product design and the forward-looking approach in alternative drivetrains and new technologies provide a great starting point for enhancing the brand to match the current and future needs of customers and prospects," says Mr Hofmann.

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