

News Release

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Hyundai Motor Company Charts Profit-Driven Growth Roadmap at 2026 CEO Investor Day

- Hyundai Motor reaffirms its 2030 target of 5.55 million global vehicle sales, representing a global market share of 6%
- Electrified vehicles to reach 60% of sales mix by 2030, up from 23% in 2025
- More than 100 global product launches (49 in Korea) and refreshes planned by 2030, including 18+ entries into new products and market segments. Seven new vehicles are arriving in the next eight months alone.
- First Extended Range Electric Vehicle (EREV) models launch from the first half of 2027 targeting more than 600 miles of range
- Ramping up U.S. production; Santa Fe EREV to be built in the United States at Hyundai Motor Manufacturing Alabama. North America adds 500,000 units with end-part localization rising above 80%. Global manufacturing capacity expanding by 1.27 million units by 2030
- Scaling robotics commercialization with Boston Dynamics, exploring distribution and financing, RMAC to expand ten-fold by end of year
- Hyundai N, Hyundai's Performance lineup targeting enthusiasts who crave engagement and high performance, will expand to 100,000 annual sales by 2030, joined by a new volume high-performance tier
- Genesis, Hyundai Motor Company's luxury brand, opens its second decade with its first hybrid, its first Extended Range EV and the GV90 flagship SUV, targeting 350,000 annual sales across more than 40 markets by 2030
- Robotaxi supply scales with Waymo deliveries beginning in the fourth quarter of 2026; U.S. robot production begins in 2028 with 30,000 units of annual capacity
- Autonomous driving roadmap set out in stages: Atria AI begins real-world data collection in Korea this year, Level 2+ arrives on the company's first mass-produced



SDV in 2028 in collaboration with NVIDIA, and a 100-megawatt AI data center with more than 50,000 GPUs comes online from 2029

- In-house battery cells deliver more than double the output of previous high-nickel cells with 40% faster charging; new Thermal Runaway Protection technology debuts on the Genesis GV90
- 2030 operating profit margin target raised to above 9%, from the 8–9% guided previously, supported by a 3 percentage point reduction in the cost of sales ratio
- First-half 2026 results: 95.2 trillion won in revenue, a 5.6% operating profit margin, and market capitalization averaging 105 trillion won year to date

SEOUL, August 26, 2026 – Hyundai Motor Company today announced an aggressive product offensive at its 2026 CEO Investor Day, reinforcing the company's goal of 5.55 million units in global sales by 2030 while also bolstering profitability across the business.

Hyundai Motor will launch or refresh over 100 models by 2030, including its first extended-range electric-vehicle (EREV) that combines the power and efficiency of a battery EV and the convenience of an onboard charger.

“Our fundamentals have never been stronger. Hyundai Motor Group is the third-largest automotive group and the second-most profitable, which gives us the ability to invest while others are pulling back. We are bringing more than 100 new models to market by 2030 with multiple powertrain options and raising our operating margin above 9 percent. We are leveraging partnerships to scale new technologies and opportunities and becoming a physical AI company which will produce and deploy robots and robotaxis.” – **José Muñoz, President and CEO of Hyundai Motor Company.**

Hyundai Motor intends to build on the performance in the first half of 2026. The company delivered two million wholesale units, generating revenue of 95.2 trillion won, up 2.7 percent year over year with an operating profit margin of 5.6 percent.

A Product Offensive Across Every Region

Hyundai Motor will launch or refresh over 100 vehicles globally by 2030, including 58 launches in North America, 49 in Korea, 41 in Europe, 26 in India and 22 in China. Many of these will be all new products or entries into new market segments.

The first of these products are arriving soon, including all-new Elantra, the all-new IONIQ 3, the all-new Tucson and Tucson Hybrid, the first-ever Santa Fe EREV, an all-new A-segment SUV EV for India, an all-new global B-segment SUV, and an all-new B-segment SUV for Europe.



The all-new Tucson and Tucson Hybrid will launch in initial markets in the fourth quarter, marking another milestone in Hyundai's product offensive. With more than 10 million cumulative sales, Tucson is Hyundai Motor's most successful global nameplate and continues to demonstrate the brand's broad market appeal.

The new Santa Fe EREV will arrive in the first half of 2027, representing an uncompromising approach to electrification. The Santa Fe EREV is expected to deliver more than 600 miles of total range, combining an EV-like daily driving experience while addressing range and charging anxiety for customers. The vehicle will be built in the United States at Hyundai Motor Manufacturing Alabama.

The momentum doesn't stop there. The company is targeting 'white spaces' where the brand is underrepresented today. These segments account for roughly 29 percent of all automotive sales, highlighting significant opportunities for growth. These include body-on-frame vehicles, including a midsize pickup, and light commercial vehicles.

Hyundai's high-performance N lineup will add new models as the company continues to target 100,000 units of annual sales by 2030.

Scaling Locally to Win Globally

Hyundai Motor will add 1.27 million units of global manufacturing capacity by 2030, including 500,000 units in North America, 320,000 in India, 250,000 across its CKD sites and 200,000 in Korea. The North American capacity increase includes a previously announced, but uninstalled, 200,000 unit capacity expansion at HMGMA, and the Korea capacity includes the soon-to-be opened new EV plant at its Ulsan operations.

In North America, Hyundai is raising its previously announced 2030 local parts sourcing target from 60 percent to 80 percent. The region will offer more than 10 hybrid models by 2030, with hybrids reaching a 50-percent sales mix, produced at Hyundai Motor Manufacturing Alabama and Hyundai Motor Group Metaplant America. Cumulative hybrid sales in North America have passed one million units.

Total sales in North America continued to grow, outperforming the broader market thanks to record demand for hybrid vehicles. Sales for the first six months of 2026 reached 595,457 units, the best first half in the region's history.

In the United States, Hyundai Motor delivered 489,656 units in the first half, up 3 percent, led by the Tucson, Palisade, and a deepening hybrid lineup. IONIQ 5 sales rose 9 percent in the first half of 2026. Mexico grew 10 percent in the second quarter, and Canada held steady, both results supported by hybrid demand.

In Europe, the company will cover 85 percent of the market with a fully electrified portfolio, including five all-new SUV and light commercial vehicles. Hyundai Motor aims to expand EV sales in Europe



to more than 420,000 units by 2030, from 116,000 in 2025.

The brand-new IONIQ 3 starts sale this month, offering 497 kilometers of range (309 miles) and is the first vehicle in Europe to feature Pleos Connect, Hyundai Motor Group's next-generation connected-car infotainment platform.

In India, Hyundai Motor will expand its SUV lineup, starting with the launch of an all-new electric SUV in the fourth quarter. Localized and designed for India, the new model will come equipped with a next-generation infotainment system and Level 2 assisted driving technology. India will also receive a new ICE-powered mid-size SUV.

Hyundai Motor continues to invest in a local supply chain in India, aiming to source 90 percent of vehicle content from the country by 2030, with a network of over 1,400 local suppliers and over 900 local engineers.

Home to manufacturing facilities with a capacity to produce 1.1 million units a year, India will continue to be an important export hub for Hyundai Motor. The company aims to export around 30 percent of its India production volume by 2030, to markets in the Middle East, Africa, Asia and South America. Hyundai Motor's plants in Korea continue to be a vital source of manufacturing excellence, with 27,000 manufacturing employees producing around 1.8 million vehicles a year – 60 percent of which are exported to other markets.

A new EV facility in Ulsan will begin production with the Genesis GV90. The new software-defined factory will deploy 108 advanced manufacturing tools, AI-enabled quality control and inspection, and a manufacturing AI agent.

In China, Hyundai Motor is pursuing a turnaround by leveraging local design, manufacturing and partnerships. Starting with the IONIQ V, the company will steadily launch new products including a new EV and EREV in 2027. Hyundai Motor will leverage local partnerships with technology firms, innovative designs, and an expanded dealership footprint to target more than 500,000 units of sales by 2030.

In the Middle East and Africa, Hyundai Motor will build upon its position as the Number Two brand in the market, unlocking the potential of the next frontier for growth.

A rapidly growing customer base is feeding demand for trucks and SUVs, providing a prime opportunity for Hyundai Motor, which is already an established brand with 8.4 percent share of the highly profitable market.

Hyundai is investing in these markets with new assembly plants in Saudi Arabia and Algeria, part of a network of eight across Africa, the Middle East and Pakistan.

Genesis Begins a New Decade



Genesis experienced meteoric growth in its first 10 years, selling a cumulative one million vehicles faster than any other luxury automotive brand in history. Genesis starts its second decade with continued momentum.

The all new GV90 flagship embodies everything the brand has to offer in terms of luxury and technology. The GV80 Hybrid, the brand's first hybrid, launches in the fourth quarter and offers a boost in both power and efficiency. Genesis will add an EREV SUV targeting over 640 miles of range in early 2027.

The GV90 and new powertrain options in the lineup allow Genesis to tap into some of the hottest segments of the rapidly growing luxury vehicle market.

Genesis is targeting to expand to more than 40 markets and 350,000 annual sales by 2030. As part of that strategy, Genesis is targeting over 270 retail locations globally, a 50-percent increase.

Following Italy, France, the Netherlands, Tunisia and Morocco earlier in the year, Genesis will launch in Spain in the fourth quarter, bringing the total number of new market activations to five for 2026. Genesis will expand into India and Asia Pacific in the near future.

Strategic Partnerships

The first IONIQ 5 Waymo robotaxis will be delivered in the fourth quarter. Assembled at HMGMA in Georgia using a local supply chain, these vehicles leverage the power of the group, from manufacturing and design to software and finance.

These vehicles will enable an international expansion of robotaxi services as early as 2027.

Hyundai Motor Group's Motional will also make use of robotaxi-ready IONIQ 5 when its commercial service launches later this year as driverless.

The company is entering the electric three-wheeler segment in partnership with TVS Motor Company, with vehicles designed by Hyundai and manufactured by TVS, moving from concept to prototype in under 24 months.

Hyundai and Amazon are deepening their partnership across four fronts. Amazon Autos will expand internationally in early 2027, its first market outside the United States; Alexa Built-in will roll out across the Hyundai lineup, with Genesis to follow; AWS will accelerate Hyundai's cloud and AI capabilities; and the companies are exploring the use of Hyundai fuel cell vehicles in Amazon warehouse operations.

Hyundai Motor's development of manufacturing AI robotics with Boston Dynamics is accelerating toward commercialization. The Robot Metaplant Application Center (RMAC) opened in the United



States in June and will expand ten-fold by the end of the year. Built to simulate real operating environments, RMAC trains manufacturing AI robots, collects real-world data, and runs the testing and verification required before a robot reaches a production line.

Hyundai Motor aims to deploy the industrial humanoid robot Atlas at Hyundai Motor Group Metaplant America from 2028.

“Let me give some dimension on our opportunity to scale and deploy our robotics business,” explained **Muñoz** during the presentation. “Boston Dynamics is now part of Hyundai Motor Group. We’re building Spot and Stretch robots and soon, we’ll be mass producing Atlas humanoid robots. We have existing potential distribution for selling robots through our dealer partners. And Hyundai Capital is exploring the feasibility to finance sales of robots. Development, production, distribution, sales and finance for robotics. This is the power of the Group!”

From Hardware Value to Software Value

Hyundai Motor is building a data flywheel to enhance its Software-Defined Vehicle (SDV) capabilities, where data collection, data analysis, AI and service enhancement, and over-the-air (OTA) update deployment complete a virtuous cycle. This data flywheel will offer improved customer experience and better Hyundai Motor vehicles, and the change is already reaching customers.

Beginning with the refreshed Grandeur, the company is applying the Pleos Connect infotainment system and Gleo AI, its generative AI agent. Data acquired from those vehicles is analyzed to enhance Gleo AI and to develop new Pleos Connect features, and the results are returned to customers through OTA updates.

The same cycle is being built for autonomous driving. Hyundai Motor Group is standardizing its sensor architecture around the NVIDIA ecosystem so that data acquired by Hyundai Motor, Kia, 42dot and Motional can be integrated and used to a single consistent standard.

From 2029, when autonomous driving data is expected to grow rapidly, Hyundai Motor will bring online the Saemangeum AI Data Center, a 100-megawatt facility able to house more than 50,000 GPUs. Connecting the data accumulated from its global mass production system, its integrated in-house AI, and the infrastructure supporting them is how the company intends to compete in SDV and autonomous driving.

A Staged Roadmap for Autonomous Driving

Hyundai Motor has set out its autonomous driving roadmap in stages. By the end of this year, its autonomous driving AI, Atria AI, will be deployed in Gwangju, South Jeolla Province, to gather data on the unexpected road situations that models of this kind need most.

In 2028, through a strategic collaboration with NVIDIA, Hyundai Motor will apply Level 2+



autonomous driving technology to its first mass-produced SDV model. The company will accumulate and analyze that driving data to advance and update Atria AI.

Atria AI will be extended progressively across mass-produced vehicles, building a full lineup of autonomous driving capability from Level 2+ to Level 4. Hyundai Motor Group sells more than seven million vehicles a year, and data collected from that fleet is expected to accelerate AI learning and improve performance quickly. Over the longer term, the goal is to apply a standardized sensor system and AI computing platform to most of its mass-produced vehicles.

Better EVs, Lower Costs

From the time it independently developed its own hybrid systems through to today's global Electric-Global Modular Platform (E-GMP), Hyundai Motor has led in electrification. That work continues in batteries, which sit at the center of it.

Drawing on design capability built up over many years, Hyundai Motor has independently developed its own battery cells. They deliver more than double the output of the high-nickel cells the company used previously, while cutting charging time by 40 percent.

These high-performance cells will be applied to the EREV arriving in the first half of 2027, which uses less than half the battery capacity of a comparable EV while delivering equivalent battery performance and EV driving dynamics. EV models launching next year will use mid-nickel NCM cells, which reduce battery cost by around 30 percent while maintaining optimal performance under real-world driving conditions.

In order to further strengthen the durability of Hyundai Motor EVs, the company will enhance its cloud-based battery management system (BMS) to extend battery life by an average of 20 percent by 2028.

The company has also developed new top-tier safety technology. Thermal Runaway Protection (TRP) blocks the transfer of heat to adjacent cells in the event of a battery fire, using a battery system designed to dissipate heat and a barrier structure between cells that prevents heat from spreading. Existing approaches could only delay heat transfer for a period. TRP blocks it at the source regardless of the battery type.

The two technologies work together. The cloud-based BMS is the first line of defense, detecting signs of abnormality in a cell in real time and taking pre-emptive measures. TRP is the second, structurally blocking heat diffusion. Hyundai Motor has verified TRP through more than 200 repeated tests on prismatic and pouch NCM batteries. The technology debuts on the Genesis.

Financial Guidance and Shareholder Value

Hyundai Motor is raising its 2030 consolidated operating profit margin target to above 9 percent,



from the 8 to 9 percent range guided previously. The increase reflects the expansion of hybrid models from compact through large and premium segments, together with a company-wide cost reduction roadmap. Total operating profit is projected to rise 11 percent over the same period.

Over that period the company will reduce its cost of sales ratio by 3 percentage points compared to the previous target announced last year: 1.5 points from cost innovation across the entire vehicle lifecycle, 1.0 point from material cost reduction, and 0.5 points from localization.

The company is maintaining its 2026 operating profit margin guidance of 6.3 to 7.3 percent, against 6.2 percent in 2025, despite a demanding business environment. The guidance is supported by improved profitability from expanded hybrid sales and by the effect of new model launches in the second half of the year.

On shareholder returns, Hyundai Motor will continue to apply a Total Payout Ratio of at least 35 percent, a minimum dividend of 10,000 won per share, and quarterly dividend of 2,500 won per share. The company will also cancel all treasury shares it holds, with the exception of those allocated to employee compensation approved at the General Shareholders' Meeting in March 2026. The amount to be cancelled is approximately 0.8 trillion won based on previous close and further details regarding treasury share cancellation is disclosed on Korea Exchange website. To support clearer communication with the market, the English term for the measure changes from Total Shareholder Return (TSR) to Total Payout Ratio (TPR).

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About Hyundai Motor Company

Established in 1967, Hyundai Motor Company is present in over 200 countries with more than 120,000 employees dedicated to tackling real-world mobility challenges around the globe. Based on the brand vision 'Progress for Humanity,' Hyundai Motor is accelerating its transformation into a Smart Mobility Solution Provider. The company invests in advanced technologies such as robotics and Advanced Air Mobility (AAM) to bring about revolutionary mobility solutions while pursuing open innovation to introduce future mobility services. In pursuit of a sustainable future for the world, Hyundai will continue its efforts to introduce zero-emission vehicles with industry-leading hydrogen fuel cell and EV technologies.

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

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