



HYUNDAI
MOTORSPORT



Yearbook Four

2017

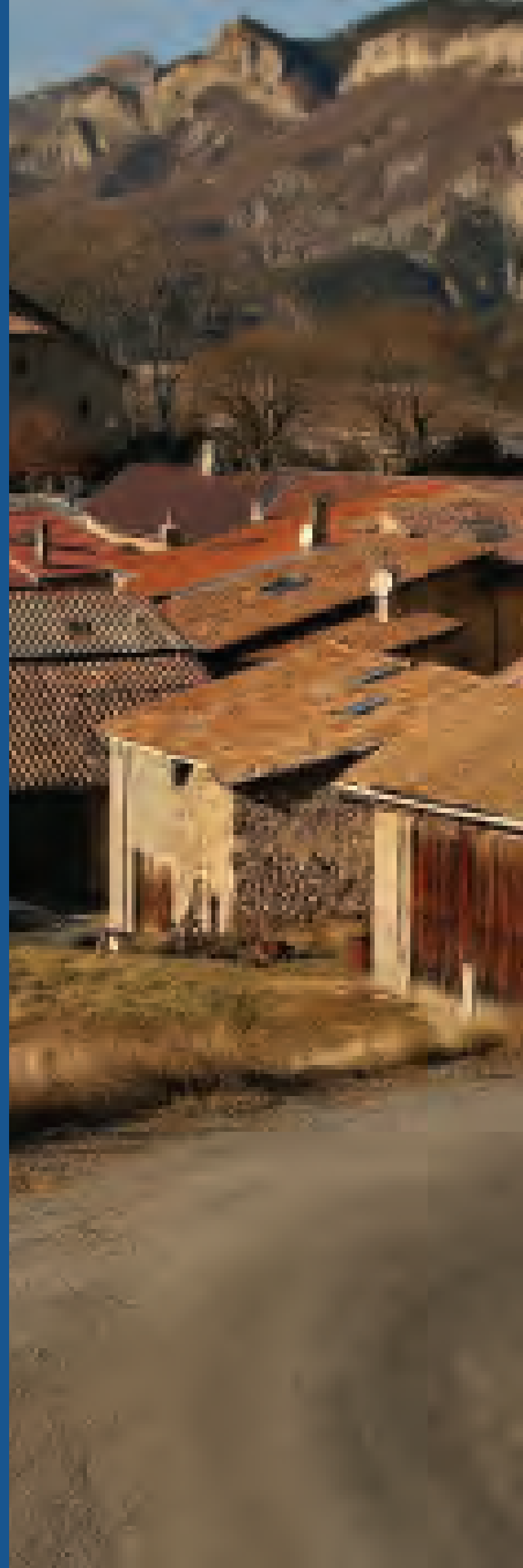


Our fourth Hyundai Motorsport Yearbook explores the growth and milestones of our company during another exciting year.

With new World Rally Championship (WRC) regulations, it was a challenging 12 months that provided some of the most thrilling competition of the modern era. Our new car, the Hyundai i20 Coupe WRC, was a winning package on every surface and kept audiences transfixed on a championship battle that went all the way to the penultimate round...

In 2017, we also branched out with our Customer Racing initiatives and welcomed a new circuit racer to our car line-up. The i30 N TCR joined the New Generation i20 R5 rally offering as part of our expanding customer activities.

All this, and much more, is explored within these covers. Turn the pages for a candid look through each month from Monte-Carlo to Australia and join us in reflecting on Hyundai Motorsport's fourth year in the world's toughest motorsport championship.





Hyundai Motorsport
Yearbook Edition Four 2017







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WRC's new era

Welcome to the revolution! For our fourth season in the World Rally Championship (WRC), widespread technical and sporting changes provided a fortifying challenge. In our first three seasons, the Hyundai Motorsport team collected 359 top-three stage times, 83 stage wins, 20 podiums and three wins. But our ambitions were set higher in 2017.

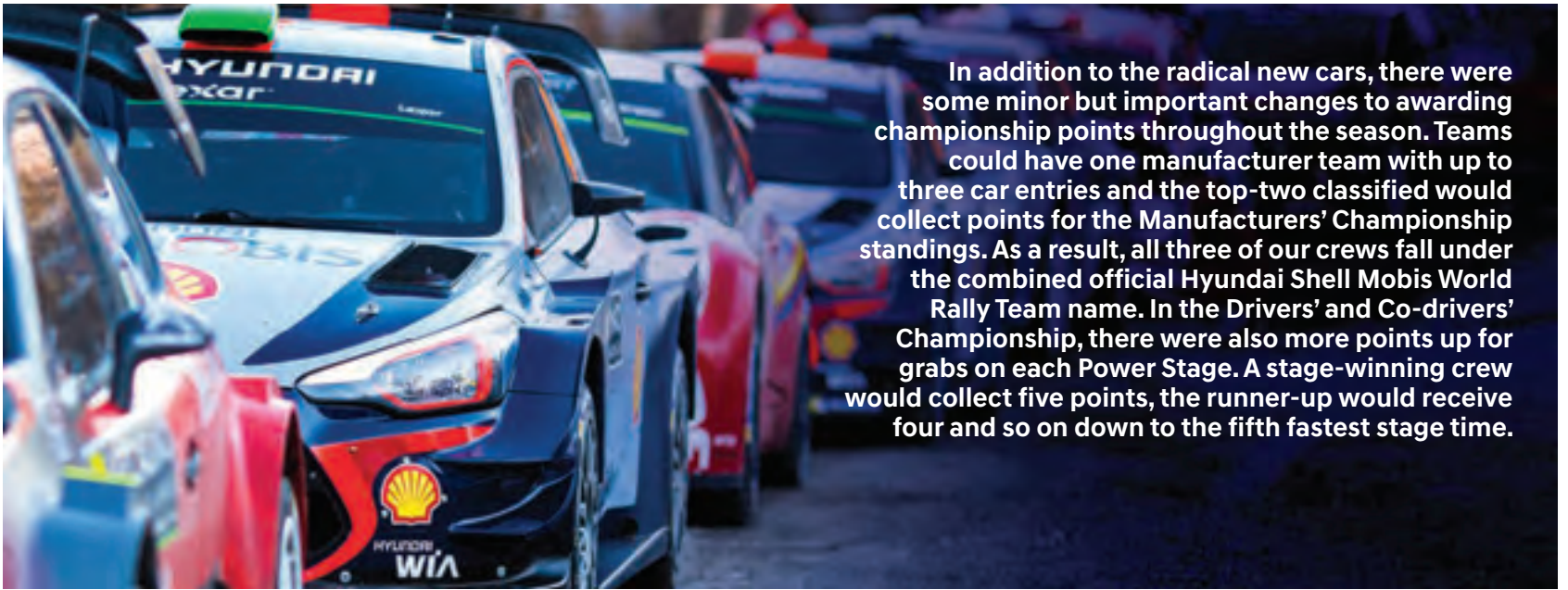
With regulations written almost entirely from a blank sheet of paper, teams were open to dream up different interpretations for their competitive

machinery. It was universally agreed that the new cars would be more aggressive thanks to a much larger rear wing, striking front bumper, aerodynamic elements and sharp wheel arches. Protruding door panels along the sides of the cars would increase the width, but more importantly provide increased safety in the event of an accident.

Four teams would fight for one Manufacturers' Championship title, including the new and returning Toyota and Citroën, and WRC stalwarts M-Sport.

While Volkswagen withdrew at the end of 2016, we remained focused on the year ahead.

Our new Hyundai i20 Coupe WRC would initially be piloted by our crew line-ups of Hayden Paddon and John Kennard – joined later by Seb Marshall – Thierry Neuville and Nicolas Gilsoul, and Dani Sordo and Marc Martí. Working in parallel with the 2016 WRC season, our highly skilled development team completed over 6,000km of testing before the car's public launch in December.



In addition to the radical new cars, there were some minor but important changes to awarding championship points throughout the season. Teams could have one manufacturer team with up to three car entries and the top-two classified would collect points for the Manufacturers' Championship standings. As a result, all three of our crews fall under the combined official Hyundai Shell Mobis World Rally Team name. In the Drivers' and Co-drivers' Championship, there were also more points up for grabs on each Power Stage. A stage-winning crew would collect five points, the runner-up would receive four and so on down to the fifth fastest stage time.

It was our second new car in as many seasons, but the sacrifice was worth it.

At the heart of this remarkable package was the driving force. A wider turbo charger restrictor, increased in size from 33mm to 36mm, translates to a power boost from the 1,600cc direct injection engine from 300bhp to 380bhp. On the stages, the introduction of an active differential helped provide more mechanical grip and more balance control at the fingers of our drivers. This power made all the more potent by a 25kg reduction in the overall minimum weight! Translation: bringing fans to the forefront with a bigger WRC spectacle.

"This new era is a great technical challenge and one that we tackled with enthusiasm," Team Principal Michel Nandan explained at the start of the season. "It's an opportunity to put into practice everything we have learned and experienced in the past three seasons. All teams are starting from scratch so we are on an equal footing. We have confidence in the team to compete at the front and to be genuine contenders in WRC's new era."

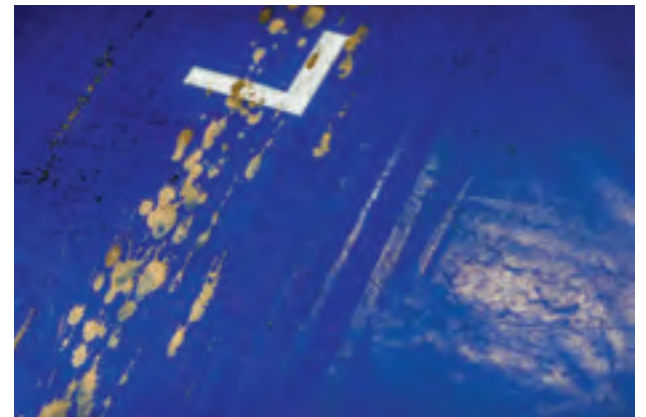
Hayden, Thierry and Dani all agreed that 2017 could be one of the most gripping years in the championship's history.

"I think it will be more exciting for spectators," said an enthusiastic Hayden. "I am cautiously optimistic about the potential of the Hyundai i20 Coupe WRC, but we never really know where we stand until we're out on the stages. I like that the cars are more tuneable to each driver and driving style."

"The regulations will help to make the sport even more appealing to a new generation of motorsport fans. With radical-looking and sounding cars, I think we will be able to attract a younger fan base that may not have been familiar with rallying before," he added.

"With a new car, and even more ambitious targets, I am excited by what this next chapter will bring," said Thierry. "The team were able to build a car that compliments my driving and I feel very comfortable. It gives me the best chance to show my best driving and get the best results for the team."

Dani whole-heartedly agreed with his teammates: "There have been a lot of changes with the regulations so it will definitely be exciting to see how everything unfolds," he said. "I am personally happy with the approach we took with our new car. I know the team worked incredibly hard so we want to get onto the stages and do our best for a good start to the new season."



Hyundai Motorsport Team Principal Michel Nandan

"Revised regulations, new cars and renewed manufacturer programmes have made the 2017 World Rally Championship one of the most highly anticipated ever. We are delighted to be part of it."



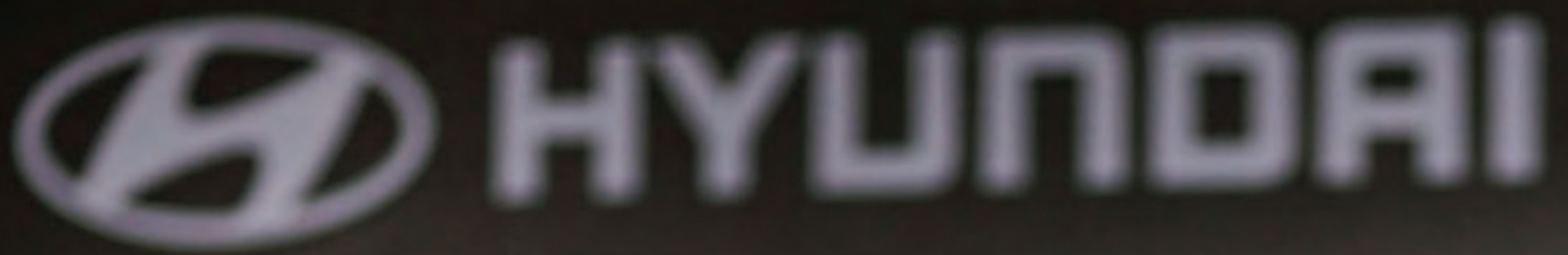
Hyundai Motorsport President Gyoo-Heon Choi

"We are taking this very seriously and want to be at the top. Hyundai Motorsport has invested heavily into making this work, and after three years we feel very strong."



Ch-ch-ch-changes

- Larger rear wing for improved aerodynamic grip
- Aggressive front bumper with large, curved aerodynamic winglets
- Turbo restrictor size increased from 33mm to 36mm
- 380bhp output, increased over 25% from 300bhp
- New driver-adjustable active centre differential
- Minimum car weight reduced by 25kg



Hyundai i20 Coupe WRC

blessed at Italy's Temple of Speed

MOTORSPORT

LAUNCH



Few places epitomise the words “passion” and “motorsport” as much as Italy, and at the heart of this national fervour is the Autodromo Nazionale Monza. Opened in 1922, the home of Italian motorsport is only junior in age to the first-ever permanent race circuit built at Brooklands in the UK and the second, Indianapolis, in the USA.

Once a year, the circuit trades formula racing for the distinctive roar and crackle of rally cars. The end-of-season festival of the Monza Rally Show proved to be a perfect backdrop to our team launch on Thursday, 1 December 2016.

The concept for an event at the Temple of Speed was born as early as June, nearly six months in advance, and the first recce was completed in September

before intense preparation began in earnest. While several locations were considered around the world to springboard our fourth campaign, Monza came out on top due to its heritage, accessibility and palpable excitement generated by the classic Monza Rally Show. What better place to build up for a historical year of change in the WRC!



Picture perfect

Thierry grabs a quick selfie with the new car. Journalists, partners, and even our event team members all spent time taking photos of and with the i20 Coupe WRC shortly after the reveal – the stage was kept busy for more than 30 minutes!



72m²

Stage size



Presentation script
1,200 words



Eight stage lights



Over 900 hors
d'oeuvres and 300
mains and desserts

i20

One Hyundai i20
Coupe WRC



Six drivers and
co-drivers



150+ Attendees



Six months from
concept to event



Alzenau to Monza
via Austria



Of the 150-plus people in attendance, not everyone was aware of the hard work and planning that it took to get to Monza. Drawing on expertise from almost every department at our headquarters in Alzenau, the coordination of a launch event required as much of a team effort as a WRC round.

The journey to 2017 could arguably be traced back to the beginning of technical private road testing when components of the i20 Coupe WRC were first put through their paces with a mule car in April 2016. But our launch planning also required the final homologated car shape, which became available in August. Designs for both the teaser edition at the October Paris Motor Show and the final livery were developed in conjunction with Hyundai Motor Europe Chief Designer Thomas Bürkle, Hyundai Motor

Company Head of Design Peter Schreyer and Hyundai Motorsport.

By November, the programme and event set-up was fully defined and the pieces of the puzzle were coming together. Guest invitations were distributed to motorsport, automotive and general media contacts from around the world via our network of Hyundai PR and Marketing managers, as well as to special guests, partners and Hyundai executives. All this occurred concurrently while the 2016 championship was still in full swing!

Only a few days before the big date, the 2017 Hyundai i20 Coupe WRC, fresh with newly-applied foil livery, was loaded into our ground transport, along with a complete WRC VIP fleet for guest transfers on site to

drive over 900km through Germany and Austria to Monza in Lombardy, northern Italy.

However, even the best-laid plans can go awry, and a last minute airline strike almost prevented the rest of our team from taking the short flight from Frankfurt to Milan! Quick thinking by our logistics department had everyone on their way without jeopardising the launch.

Warm winter weather and tasty Italian cuisine greeted our guests in Monza, who were fortunately unaffected by any delays. But the point of proof was always going to be in the reactions to the new i20 Coupe WRC. Our challenger was the first of the new regulation cars to be unveiled and provided a real sense of the 2017 cars across the championship.



The big reveal was broadcast live online via our brand-new Hyundai Motorsport website, developed in the months leading up to the launch and featuring our completely redesigned fresh corporate identity. It also gave us the chance to publicly recognise our whole team, who were watching from Alzenau, each by name, with a special 'thank you' scrolling across bottom of the screen.

Presented by WRC reporter Molly Pettit, President Gyoo-Heon Choi and Team Principal Michel Nandan each took turns to speak about how far we have come in such a short time, our achievements as a team and hopes for the future. Then, the moment everyone was waiting for, the i20 Coupe WRC was revealed by our returning star driver line-up of Thierry, Dani and Hayden.

The feedback was overwhelmingly positive, the ultimate payoff after months of preparation. Some even stated that it was the best launch event they had ever attended! This was our third launch, after the corporate announcement of our new team in 2013 at Hyundai Motor Europe and presentation of the New Generation i20 WRC in the new R5 hall at our own facility in Alzenau in 2015. It was another step forward in anticipation of an equally exciting new season.

Finally, to top it all off, it was a great pleasure to be able to share the i20 Coupe WRC with the public throughout the weekend at Monza Rally Show. The car went on display in the Monza museum while the 2016 New Generation i20 WRC had its final outing at the hands of Dani and Marc in the rally itself.



The Doctor will see you now

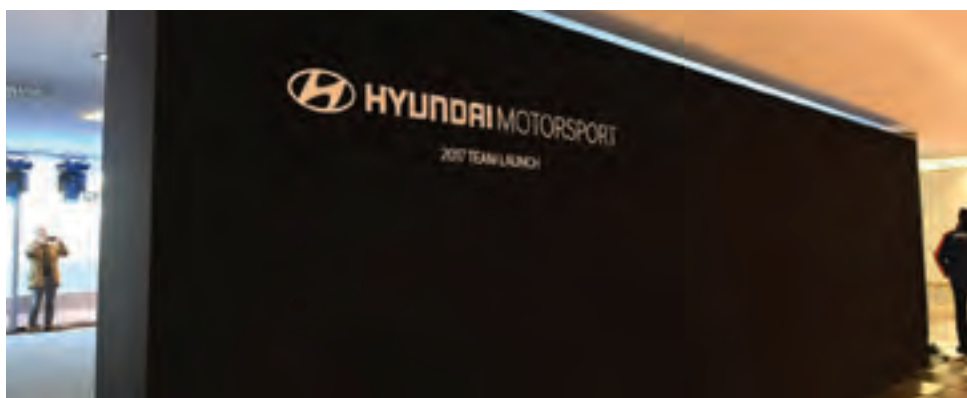
Monza Rally Show consisted of ten stages of different configurations of the Autodromo Nazionale Monza, totalling a casual 178.25km of competition with almost no liaison travel to and from the service park. Dani and Marc won six of those stages, but a penalty for hitting a cone early in the event meant it wasn't enough to hold off four-time winner and MotoGP legend Valentino Rossi, aka The Doctor. The second place podium was still a fitting farewell to the 2016 New Generation i20 WRC.



Speaking in tongues

Respecting our multicultural WRC audiences, we held multiple language sessions to enable media to speak to our drivers in their preferred tongues.





Launch Timeline

- June** • Launch concept and planning
- July** • Monza Rally Show chosen
- August** • i20 Coupe WRC car shape finalised
• Livery design conceptualised for Paris Motor Show teaser and final version
- September** • Venue recce
• Operations planning including logistics, resources and catering
- October** • Paris Motor Show with i20 Coupe WRC teaser
• Livery design developed with key stakeholders
- November** • Invitations sent to media and special guests
• Programme finalised
• Speeches drafted and signed off
• Car livery finalised by Hyundai Motor Company Chief Designer Peter Schreyer
• Guest list finalised
• Operations and travel finalised
- December** • Car livery applied
• Car transported via Austria (two days before event)
• VIP fleet transported to Milan
• New website launched
• Event set-up completed
• Catering prepared
• Crews arrive
• Final run-throughs
• Guests transported to event
• Guests welcomed
• Launch broadcast live online around the world...

Rally Monte-Carlo

WRC Round 1





Entering our fourth year in the
FIA World Rally Championship, we were
no longer the new kids on the block



Rallye Monte-Carlo
19 - 22 January
Gap and Monaco
Tarmac
382.65km / 17 Stages

Result

- 4th #6 Dani Sordo / Marc Martí
- 15th #5 Thierry Neuville / Nicolas Gilsoul
- DNF #4 Hayden Paddon / John Kennard

Highlights

Seven stage wins in opening rally of the season
Thierry secures impressive Power Stage win
New i20 WRC Coupe led rally by almost a minute

INTRO

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SEPTEMBER

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NOVEMBER

DECEMBER

Entering our fourth year in the FIA World Rally Championship, we were no longer the new kids on the block. However, the new regulations would provide an even playing field for both new and returning competitors. 2017 promised to be one of the series' most thrilling seasons yet.

Off the back of an impressive finish to our 2016 campaign, in which we claimed second in both the Drivers' and Manufacturers' Championships, the whole team wanted to display our title-winning potential. Unfortunately that was going to be easier said than done in the Monegasque principality and neighbouring stages on French soil.

Unlucky 13 steals the lead

"It just wasn't to be this time," a reflective Thierry said on Sunday evening, as he looked back on a weekend of highs and lows at Rally Monte-Carlo. He led for the first 12 icy stages and in the process built a 51-second buffer over the chasing pack. But the time lost repairing suspension damage from a slow corner impact in SS13 put an end to his and co-driver Nicolas' victory charge.

"Monte-Carlo never fails to entertain," surmised Michel. "We may not have had the result that we wanted, but we saw positive trends from the car's performance level right from the start and this was the direct result of our team's tireless efforts."

That performance was demonstrated mainly by Thierry and Nicolas. They notched up six out of seven stage wins for the new i20 Coupe WRC across the course of the weekend, starting with Thursday night's opening test. The Belgian duo

continued to set the pace throughout Friday's action, with consecutive stage wins between SS4 and SS7 helping them finish the leg well ahead of reigning world champion Sébastien Ogier making his debut with M-Sport.

Building blocks

After a somewhat measured approach on Friday, our Spanish crew of Dani and Marc strung together a run of increasingly faster times to put themselves in contention for a solid top-five finish on Sunday's final stages. They went quickest in SS14, then took fourth place overall to bring home our first manufacturer points for the season.

It was a much more difficult start for our Kiwi pairing of Hayden and John. They retired during the event's first stage but would return the following month for Rally Sweden.

It wasn't all over for Thierry and Nicolas however; they shook off their troubles from SS13 to continue an impressive display of speed. Nowhere was this more the case than the Power Stage, where they secured five invaluable bonus championship points by finishing a notable 30.1 seconds clear of their rivals. The earlier trouble in the second Bayons-Bréziers (SS13) pass meant the #5 i20 Coupe WRC ultimately finished in an unrepresentative 15th.

Michel did his best to sum up the mixed emotions of the team. "It was a classic Monte," he said. "We had challenging conditions, tough tyre choices and stages that caught many crews by surprise. It was very disappointing for us to lose such a commanding lead, but that's rallying."





Our Tyre Specialist talks about their favourite aspect of the traditional start of the season

“Monte-Carlo is always special as the first rally at the start of the season but it is very difficult for tyre choice! Sometimes the rally can be won or lost on a single tyre decision. We are also working with new generation tyres for the first time on a full event with changing weather conditions across asphalt, ice and snow. Normally the driver and Michelin engineer will know what they need for each stage following recce, but we have to be prepared for this to change during the course of the rally – especially if the temperature drops. In the end the driver makes the final decision, they are the ones in control behind the wheel!”



**All signs pointed to Rally Sweden as
being a chance for redemption**



Rally Sweden

WRC Round 2



Rally Sweden
9 - 12 February
Torsby
Snow
331.74km / 18 Stages

Result

4th #6 Dani Sordo / Marc Martí
7th #4 Hayden Paddon / John Kennard
13th #5 Thierry Neuville / Nicolas Gilsoul

Highlights

Thierry led for 14 stages
Another seven stage wins tallied
20 top-three stage times

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Our Logistics Specialist talks about testing circumstances at the coldest test of the year

“Sweden is a picturesque winter wonderland and when we find proper conditions to test in, it’s magic. Since 2015, we have returned to a place in the north where the altitude is under 500 metres. It is tough for the mechanics working with ice and snow melting from the cars – even when the sun shines, which is only for about four hours per day. For this test we had a freak thaw in the space of 30 minutes caused by strong wind from the west. We lost our special blow-up tent and the service area turned into an ice rink! One of the trucks even started to move across the ice! But the team spirit is good and experiences like this help bond us together.”



What a stud!

A portion of the 382 tungsten-tipped steel studs featured on Michelin's X-Ice North 3 tyres for Sweden.





All signs pointed to Rally Sweden as being the chance for redemption that Thierry and Nicolas needed to come back from their misfortune at the first round in Monte-Carlo. We were 100% behind them, and they immediately repaid our support by setting a blistering pace in the snow from the outset.

With six stage wins and a further seven top-three stage times under their belts, the Belgians had built up commanding 43.3-second lead heading into the Karlstad Super Special Stage. Michel remained cautious: "The old saying is true: it's not over until it's over".

In the most public of arenas the duo's challenge came undone. Their lead was wiped out when they touched a tyre marker and sustained a broken steering arm on the short spectator stage.

"It was a very sudden end to what had been a good rally for us," Thierry said. "We didn't want a repeat of Monte, but that's exactly what we got."

Snow easy feat

Hayden's gritty perseverance through power steering problems on the penultimate day may have helped to win him quote of the rally from wrc.com, but it also lost him nearly four minutes off the leaders.

"With these wider cars, it's like wrestling a 400lb lion – and I'm coming off second best!" he said of the 60km bout.

It was a poor gift for co-driver John, who was celebrating his 58th birthday, however the pair were able to recover to seventh on the following day.

Once again our Spaniards were listed as the highest-placed Hyundai crew. A stage win on SS15 solidified Dani and Marc's fourth-place ahead of their closest competitor Craig Breen. Had it not been for a momentary lapse in concentration earlier in the event, a podium could have been on the cards.

Of his largely consistent approach, Dani said: "I enjoyed this rally a lot, it had some very fast and breathtaking stages. Our target on the final day was to secure fourth place and pick up important points for the championship, so we were cautious not to make any mistakes."



Rally Mexico

WRC Round 3



Third time's a charm and that certainly was the case for us



Rally Mexico
9 - 12 March
Léon
Gravel
370.46km / 19 Stages

Result

3rd #5 Thierry Neuville / Nicolas Gilsoul
5th #4 Hayden Paddon / John Kennard
8th #6 Dani Sordo / Marc Martí

Highlights

First podium of 2017
100th fastest stage time in our WRC history
Thierry's second Power Stage win of the season

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Our Service Area Set-up Team Leader talks about the charm of travelling around the world

“Mexico is special because it’s the first long-haul rally of the season. After the winter break, we only have two weeks to prepare the shipping container. New items relating to overseas hospitality for example must be ready to fit the departure schedule. The cars themselves and some spare parts are then transported later by air freight. Usually when we arrive in Mexico, the container is still organised perfectly from when it left Alzenau... But this year, it was damaged, so there was a bit of work to get everything in order. It might have collided with other containers on the cranes, or perhaps during transport – there’s not one responsible party. Deconstruction on Sunday can be stressful and has to be handled carefully to make sure everything is packed properly – all before our team dinner at 7pm! I find the overseas events very beautiful, particularly Rally Australia. It feels friendlier as the service park isn’t that big and everything is closer together.”



Third time's a charm and that certainly was the case for us in Mexico. After the disappointments of Monte-Carlo and Sweden, Thierry and Nicolas bounced back to claim their first 2017 champagne spray at the season's initial gravel foray.

"I described Monte and Sweden as fast but frustrating," noted Thierry. "So it was great to be back in the top-three and also score maximum Power Stage points. Everyone worked hard to fix the car after some problems on Friday. It was our team's persistence and determination that allowed us to stay in the podium position."

These were the defining characteristics of the Belgians' performance in the high temperatures and even higher altitude stages of Rally Mexico. Setting the tone with early wins on Friday's SS5 and SS6, they remained on course for a podium finish from SS7 onwards, even after some engine misfire issues.

Despite the pressures of a chasing pack that included teammates Hayden and John, and wet weather conditions during Sunday's final leg, the duo stood firm. With additional fastest stage times on SS11 and the Power Stage, they were able to secure third for the i20 Coupe WRC in its first gravel outing.

Michel was evidently pleased with our team's display of spirit and strength: "Unlike Monte and Sweden, where we clearly had the pace and reliability to win the rally, we faced a few issues in Mexico. To see the crew come through those with a podium after all of that is just fantastic."

Fierce fightbacks

Our Kiwi and Spanish crews were also challenged with similar engine issues on Friday evening. However, both showed great tenacity to mount a successful comeback to the top-eight.

Dani and Marc scored back-to-back stage wins on SS9 and SS10 to rejuvenate their rally en route to eighth place. Meanwhile, fifth was the reward for consistency across Saturday and Sunday for Hayden and John.

"We could take consolation from a top-five finish, but with some more luck we know we can be fighting higher up," admitted Hayden. "We've had some unfortunate issues, but all you can do is press on and hope for the best at the next event."

Despite the setbacks, the mood of the team leaving Mexico was one of increasing confidence, as exemplified by Michel when he said: "I remain confident we will find our rhythm and register our first win with the Hyundai i20 Coupe WRC sooner rather than later."

How prophetic these words would turn out to be ahead of the next WRC event...





Mediterranean podium

**for newest pairing Hayden
and Seb at Rallye Sanremo**



In March, the news came that Brit Seb Marshall would take over as Hayden's co-driver from John. As part of the preparation for their first WRC event of the season – which would turn out to be Rally Portugal rather than later in the year – our newest pairing took part in Rallye Sanremo.

Hayden and Seb spent time together during pre-season testing and so they were no strangers to sharing a car, however Sanremo was their first official competitive outing.

“We were working together for 12 months behind the scenes and we really get on as mates as well,” Hayden said. “The first priority was to get mileage on tarmac and adjust before Corsica and then secondly to spend a bit more time with Seb in the car.”





A round of the Italian championship and a former round of the WRC, the 64th edition of the classic Sanremo event took place in the mountains behind the Mediterranean coastal town. Like its former versions, it featured tight, twisty and narrow tarmac roads akin to those found at Rally France.

Piloting a New Generation i20 R5, Hayden and Seb made a promising start, classified in third position by the midpoint of Friday's opening day.

"Because the R5 car has slightly less power than the WRC car I was able to focus more on my driving lines and style, which improved during this event," Hayden said. "As I got used to the feel of the grip levels on the tarmac we were able to make handling adjustments, which I really felt when we got to the stages."

A stage win in the event's longest test helped them to a second place podium finish. For the final stages on Saturday, there was space for a switch in focus to gain valuable knowledge for Rally France taking place the following week.

"For me, Rallye Sanremo was a really enjoyable event. In some places the roads are similar to Corsica, so to finish with such a strong performance is the best preparation for the WRC in France," explained Hayden.

"Arriving with little previous knowledge of the roads, we knew it was going to be tough to compare ourselves with the local crews but we showed we could compete by taking an important stage win away from them," he added.



2nd International Motorsport Marketing & PR Conference

#HMSG



Success on the stages is so much sweeter when we can share it with our wider Hyundai Motor Company family. As part of our ongoing development and collaboration efforts, we hosted the second International Motorsport Marketing & PR Conference in March at our headquarters in Alzenau for a group of 30 guests from 15 different countries.

In true conference format, we invited some of our colleagues to present case studies of their activities so that others could learn from the best examples. The conference also served as a chance to award those whose efforts went above and beyond to tell the story of our WRC journey.

Since at least half of the attendees had never visited our headquarters, it proved to be an engaging insight for many. It was a great opportunity to show the

extended facilities and introduce the burgeoning Customer Racing operations. For some, it was a chance to see how much Hyundai Motorsport has grown in just four short years. We were also joined by representatives from Shell Motorsport, Hyundai Motor Company Overseas Promotion and the Hyundai Motor Company Motorsport Team.



The first edition of our International Motorsport Marketing & PR Conference took place on site at Rally Portugal in 2016. On that occasion, the event ran as an immersive demonstration about how our motorsport programme works and offered recommendations on how the marketing tools could be used to the best effect.

This time around, we used the workshop to further explore the use of our world-class motorsport hospitality, co-drive programmes, special events, promotions and new Customer Racing division. It was also a great opportunity to collaborate and talk about best practice for promoting motorsport-related activities through the wider Hyundai family.

In addition to presentations by our in-house team, Hyundai Motor Deutschland presented their digital promotion strategy incorporating WRC. Meanwhile, Hyundai Motor France spoke about their media cooperation and social networks and finally, Hyundai Motor Finland talked through their strategy for supporting a local team in R5 competitions.

It is hoped that the conference can become a traditional fixture, with awards given to the most active markets in 2018 and beyond, as well strengthening the connection with Hyundai as a winning brand in the WRC.





Marketing Award – Hyundai Belgium

In support of local sales, and with a focus on their compatriots Thierry and Nicolas, Hyundai Belgium attended four different events in 2016 with guests from different audiences including media, dealers, loyal customers and fans. Their efforts and continued support earned them the first annual Marketing Award.



PR Award – Hyundai Motor UK

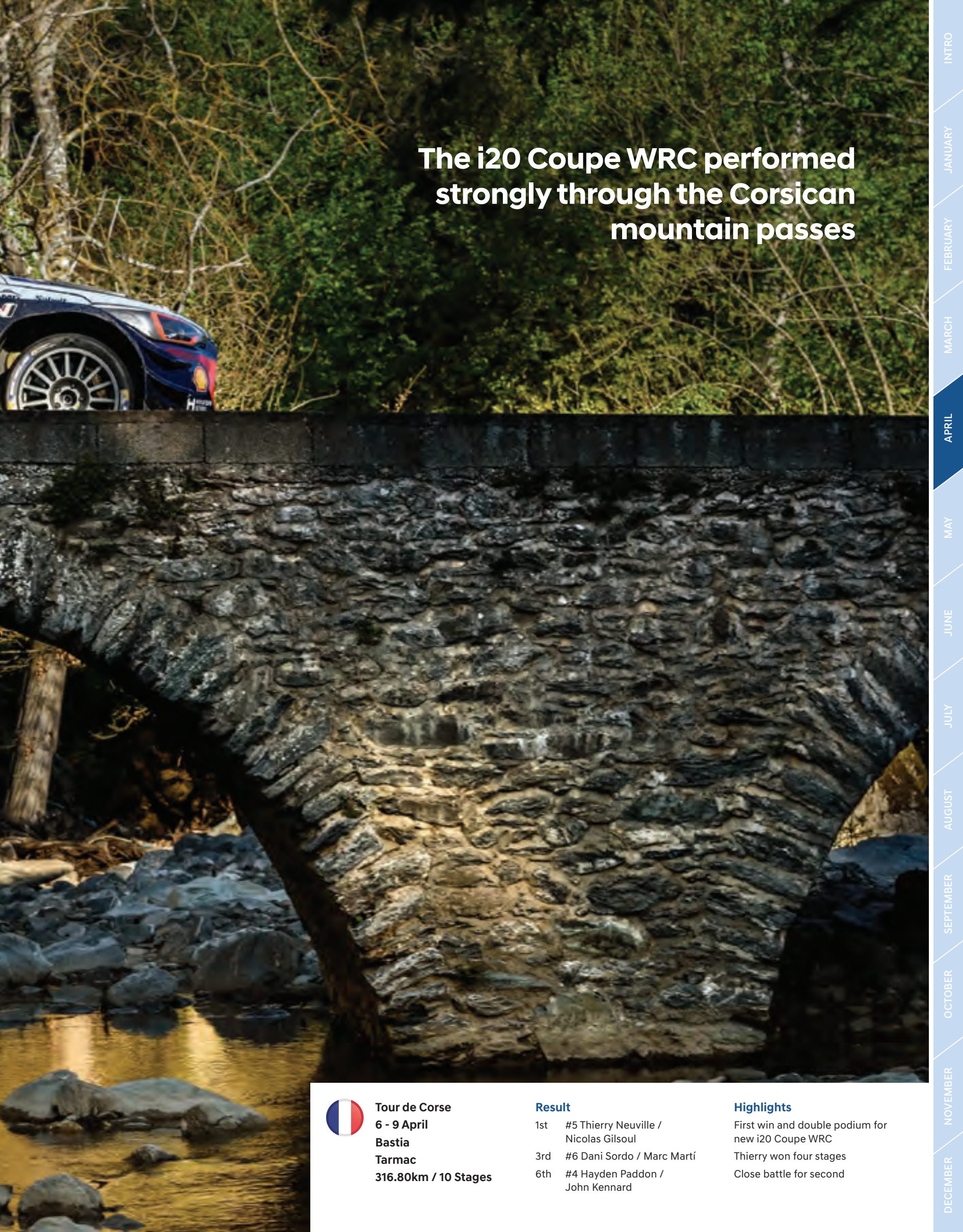
The first annual PR Award went to Hyundai Motor UK in recognition of their extremely valuable contribution in facilitating feature stories with leading publications such as Top Gear magazine.





Rally France

WRC Round 4



The i20 Coupe WRC performed strongly through the Corsican mountain passes

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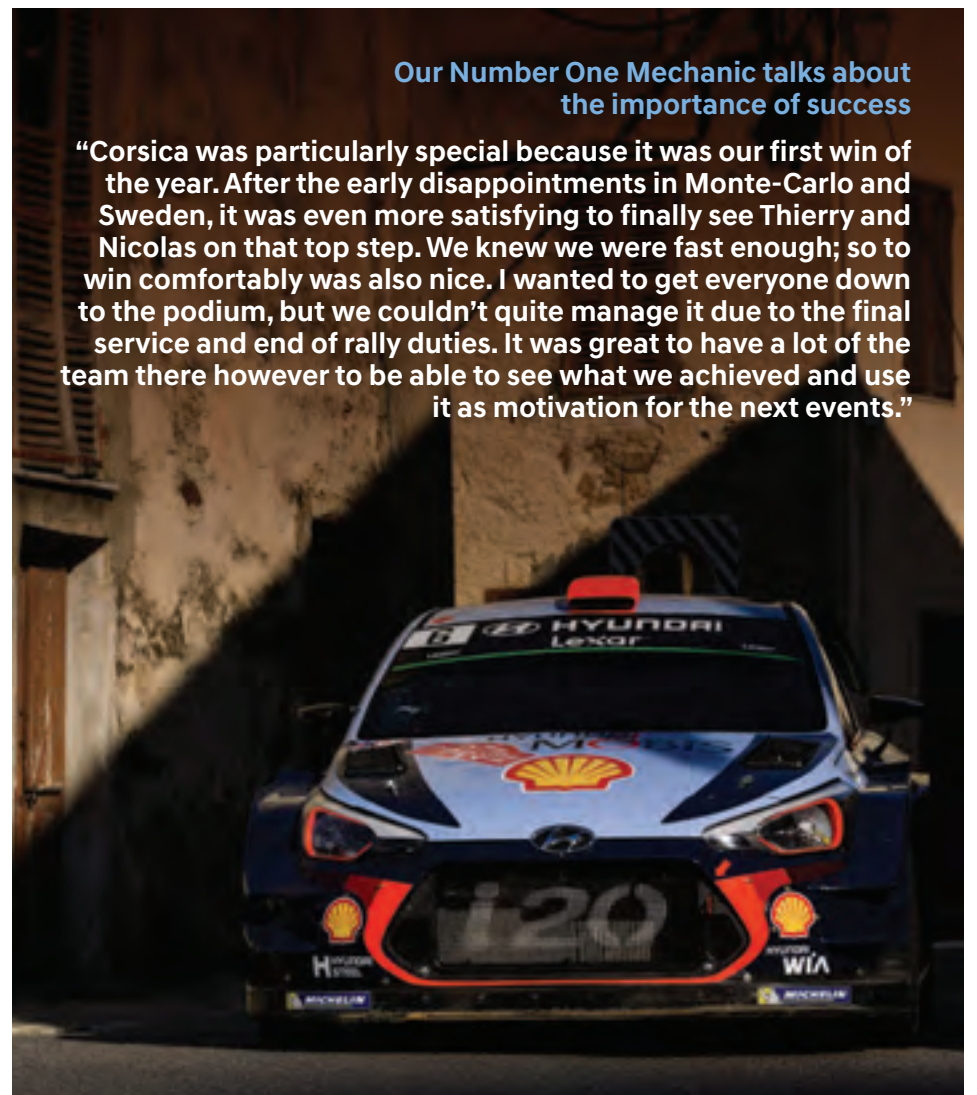
DECEMBER



Tour de Corse
6 - 9 April
Bastia
Tarmac
316.80km / 10 Stages

Result	
1st	#5 Thierry Neuville / Nicolas Gilsoul
3rd	#6 Dani Sordo / Marc Martí
6th	#4 Hayden Paddon / John Kennard

Highlights
First win and double podium for new i20 Coupe WRC
Thierry won four stages
Close battle for second



Our Number One Mechanic talks about the importance of success

“Corsica was particularly special because it was our first win of the year. After the early disappointments in Monte-Carlo and Sweden, it was even more satisfying to finally see Thierry and Nicolas on that top step. We knew we were fast enough; so to win comfortably was also nice. I wanted to get everyone down to the podium, but we couldn’t quite manage it due to the final service and end of rally duties. It was great to have a lot of the team there however to be able to see what we achieved and use it as motivation for the next events.”



With the first few chapters of our 2017 novella already written by the time we arrived in Corsica, it was on the stage of the same name where our fortunes turned once again. Leapfrogging four-time WRC champion Sébastien Ogier into second place on the 17.27km SS6 Novella 1, Thierry was able to pull 8.8 seconds clear of the Frenchman and to within a whisker (1.5 seconds) of leader Kris Meeke.

Having already closed the gap, Meeke's subsequent technical retirement awarded Thierry and Nicolas a lead that they would not lose with the i20 Coupe WRC performing strongly through the Corsican mountain passes!

"I think it's the first time I had tears in my eyes after crossing a finish line," explained Thierry. "I'm not usually very emotional, but I knew it was an important result for all of us."

Almost nothing in it

What's even more impressive is the fact that Thierry and Dani completed the longest test of the event, a mind-boggling 53.78km climb to 815 metres above sea level, within 0.1 seconds of each other. The two respectively claimed fastest and second-fastest honours for the penultimate stage in what would be Thierry's fourth stage win on his way to victory.

For Dani and Marc, it also meant a great deal to secure their first podium of 2017. While they had been momentarily promoted to second overall with that blistering time on SS9, a charging Ogier could not be kept at bay and they finished 1.5 seconds behind.

"We pushed as hard as we could and I am still happy with third. It was a strange event, almost a lottery at times!" Dani mused.

"They say good things come to those who wait," reflected Michel. "We worked so hard for this first win of the season."

However, fortune did not smile so favourably on our Kiwis. Hayden lamented a lack of driving pace compared to the front-runners but he was able to find some steady improvement as the rally progressed, helping to secure a sixth-place finish.

All to play four

If Rally France showed us anything it was just how open the rallies in the 2017 WRC were going to be. Our first win of the year gave the championship its fourth different winner from four different teams, a tantalising statistic not seen since 1986!

Michel hoped the win was "the first of many more to come". We did not have to wait long for the next!





Developing a car for all seasons



Since we joined the WRC in 2014, both the regulations and calendar remained largely unchanged. In 2017 of course, the regulations underwent a major transformation to herald some of the most exciting and aggressive-looking cars in modern WRC history.

It was our third new Hyundai WRC car in just four years of competition, so as a team, we have worked in a constant flow of development and evolution to get the most out of our championship.

With each new iteration of the i20 WRC, from year one to New Generation and then Coupe, they were infused with all the knowledge accumulated from the previous versions as well as our experience of the WRC's diverse terrain and epic challenges.

It was clear from the beginning the new Hyundai i20 Coupe WRC had the pace at the hands of our three drivers to be a real threat in the championship. In the first four rounds, leading overall for a total of 26 stages could only have been made possible with a serious amount of hard work behind the scenes.

Before the car was launched in its full specification, many parts had already completed thousands of test kilometres, progressing from a mule car to a zebra-liveried test chassis.

While pre-season development provides its own kind of pressure, a WRC calendar change presented some special challenges for our test team and engineers to fine-tune our latest beast for each of the very different stages in the first three months of competition.



In an attempt to avoid the autumn storms that caused damage to Corsica's roads and flooded the service park spectacularly in 2015, the classic Rally France moved to an early April slot. The resulting line-up of Monte-Carlo, Sweden, Mexico and then the French event for the opening four rallies epitomised every weather season. The pressure was on for us to be ready for anything, right from the start.

Testing times

December to March is always the most difficult period for our Pre-Event Test programmes (PETs). The test team is required to find roads within the European testing zone that represent all the types of conditions that our crews face. And, each of the first four events in 2017 threw up a completely different challenge!

Tarmac roads are needed that have combinations of dry, wet, icy and snowy surfaces for Monte-Carlo and of course, full snow conditions for Sweden. Examples of dry, high altitude roads characterising Mexico can only be found in mountainous areas of Spain. Due to the time of year, they are likely very cold or covered in snow from just 1,000 metres above sea level! Finally, and almost a relief after all of that, spring-like Corsica tarmac conditions are also required, with variable weather conditions to simulate April.

These contrasting conditions require a disproportionate amount of testing time at the beginning of the season, which in turn increases the pressure later in the year. In 2017, manufacturers had a total allocation of 55 test days to use for 13 events across all of their crews. The growth of our in-house testing capabilities with engine dyno work has become massively beneficial to development programme efficiency.

Within the short four-month timeframe at the start of the year, a large amount of flexibility is paramount. Capturing the right weather conditions for a Monte-Carlo test is tricky when authorisations for road closures must be obtained weeks in advance. The team has its own roster of favourite roads to run, whether from Thierry's personal preferences – a favourite for Rally Germany PET and a road in France that he particularly likes for testing new cars – or because they represent the road conditions most like the event for which the team is preparing. But they are always on the lookout for new ones. Retaining as much choice as possible is important when you don't hold a crystal ball for the weather.

In the initial tests for a new car, such as the i20 Coupe WRC, it is also beneficial to stay close to Alzenau. For many locations, the trucks transporting all the cars and equipment can be on the road for up to three days either side of a test. If a rebuild or parts are required for a new car, the less time spent travelling, the better.

It's the kind of logistical challenge that would leave most people reeling, but one that our test team relishes. Even so, they describe the initial January and February period as "the most intense".

With three new cars in four years, the technical team in Alzenau has become very effective at turning theory into reality. Some PETs also contain an amount of development work, especially at the beginning of the year. For our test team there is often little or no difference in their approach. From an engineering point of view the line between pre-season testing and a PET can become blurred.





Engineering possibilities

Once the cars and all the equipment arrive on site, it's down to the engineers to keep the show running on time and on schedule. Based on previous knowledge of the event, information on the current year's route, everything the technical team knows about the car and any development required, the engineers put together a programme for the test. They devise a run-by-run plan along with the technical team and drivers.

Most test roads are between 3-5km long and used in both directions, therefore the minimum length of a run will be 6-10km. Changes are made between each run and can vary from tyres to just a few damper clicks, and even a full engine or major rebuild if things do not go to plan.

With the regulation changes for 2017, there were plenty of new areas for the team to work on before the action started in Monte-Carlo, including bigger aerodynamic elements and active centre differentials. Information gathered during the development phase helps to shape the PET schedules, where it is possible to cover anywhere from 160 to 300km per day – the equivalent of a full WRC event!

A PET will normally focus on key areas for each event and work to “dial in” driver preferences for the

conditions they are likely to face. Our three drivers have different driving styles, so their individual car setups are nuanced to provide them with the most performance.

Hayden is a spectacular driver and often carries his speed sideways into corners with full commitment, while Thierry falls on the opposite end of the spectrum and searches for every bit of grip the road has to offer. Dani falls between the two and has inch-perfect tarmac driving.

There is a lot of information available to analyse regarding driving and performance. Our data-focused engineers help identify what converts quickly to time saved on the stages, but it's up to our lead engineers to make the big calls. This comes down to two forms of driver feedback: verbal explanation and body language. It is their role to translate both of these into changes that can be applied to the cars to make them effective for the driver. The more the car behaves in the way a driver expects, the faster they will be.

These styles converge with the typical set-ups for each event. Even Monte-Carlo can be said to have four seasons in just one rally! It requires a low tarmac set-up that is generally softer to enable the drivers to be comfortable on every type of surface offered up by the Monegasque and French roads – so that they can attack in the dry, snow, rain, ice and fog.


Sweden includes skinny studded tyres, raised ride height and a focus on high-speed stability to enable the studs to dig into the ice.

In Mexico the ride height increases yet again, this time to the highest point of the season, and the cars' underside protection is reinforced. The aim is to be both quick and reliable in the heat at high altitude. When the cars return to Europe for Corsica, it's back to tarmac specification with big wheels and a stiff, low ride height for controlled high cornering speeds.


These four “seasonal” rallies took place in less than four months and allowed more time to improve later in the year, however they also placed an incredible amount of pressure on creating the right package for every surface before the very first stage even started. With the new i20 Coupe WRC in 2017, our engineers had an increased responsibility to check, identify and focus on all the key elements required for a rally-winning car from the outset. Utilising data from extensive pre-season testing, as well as simulation tools and the engine dyno bench, the team referred back to each subset before starting PETs, and during the season the process continued in cycles to make sure we stayed competitive.







Snow at 1,000 metres above sea level in Spain



2,700 metres above sea level, the highest stage during Rally Mexico



Rally Argentina

WRC Round 5



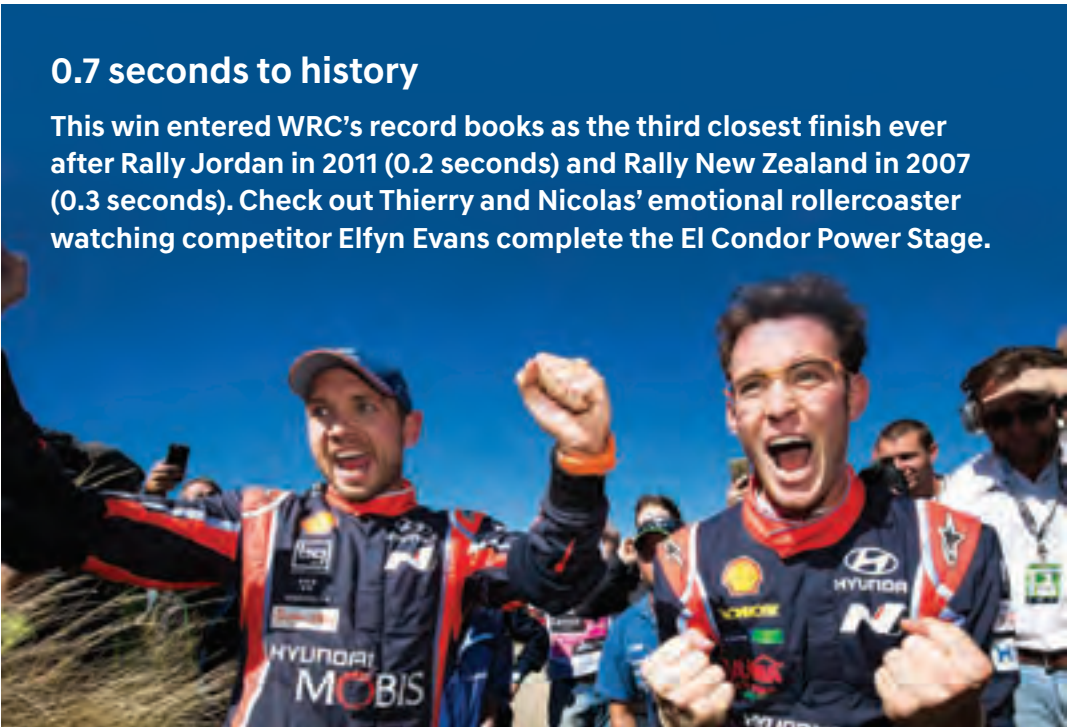
The fight for glory in Argentina came down to the wire



Rally Argentina
27 - 30 April
Villa Carlos Paz
Gravel
357.59km / 18 Stages

Result	
1st	#5 Thierry Neuville / Nicolas Gilsoul
6th	#4 Hayden Paddon / John Kennard
8th	#6 Dani Sordo / Marc Martí

Highlights
First ever back-to-back wins
Successive wins at the same event for the first time
Thrilling third-closest finish in WRC history



0.7 seconds to history

This win entered WRC’s record books as the third closest finish ever after Rally Jordan in 2011 (0.2 seconds) and Rally New Zealand in 2007 (0.3 seconds). Check out Thierry and Nicolas’ emotional rollercoaster watching competitor Elfyn Evans complete the El Condor Power Stage.

In what was already starting to look like the most competitive WRC season in recent memory, the fight for glory in Argentina came down to the wire on the final pass of mighty El Condor. The new era of WRC was delivering exactly what it had promised: dramatic competition!

With scenes reminiscent of 2016’s Rally Argentina, where Hayden and John claimed a stunning maiden victory, the outcome of the 2017 version was also decided on the Power Stage. This time, it was Thierry and Nicolas who had us all on the edge of our seats, as they hunted for a last-gasp victory on the South American gravel.

The final countdown

“I have never had such a nerve-wracking final few minutes of a rally in my career,” Thierry explained. Our Belgians began the final day 11.5 seconds from the top step, with just three stages to make up the difference.

“In the morning I knew there was a chance [to catch Elfyn Evans], but the stages were slippery. We caught only two seconds in El Condor (SS16), but Mina Clavero was the key.

“We made some small set-up changes, the car was working really nicely and I just felt comfortable. The pace notes were amazing as well so I pushed very hard and the time was great.

“I wanted to make sure that I finished the rally, but at the same time when you start the last stage 0.6 seconds behind the leader, you have to give it a go.”

The win marked not only Thierry and Nicolas’ fourth victory as part of the Hyundai team, but also their first instance of two wins in a season – a fact made all the more impressive when these wins came in a row! With five bonus points for winning the Power Stage, the pair took away a maximum championship points haul of 30.

As a team, it was also our first set of back-to-back wins that strengthened our grip on second place and began to bear down on the leaders in the Manufacturers’ Championship. Furthermore, it was our fifth-ever victory since joining the WRC.

Michel was understandably enthusiastic about the result: “What an incredible finale for a thrilling rally. Our congratulations to Thierry and Nicolas for a victory we’ll all remember for a long time, and to Elfyn and M-Sport for putting on such an incredible battle. To win by such a small margin after 360km is remarkable!

“We are very happy to become the first team to win two rallies this season – and we hope we can achieve more.”





Our Car Engineer talks about the rollercoaster ride from start to finish

“Argentina proved once again to be very rough for the cars, mechanics, drivers and co-drivers. After we lost time on the first loop of stages on Friday morning, we changed and adapted a lot of things on the car. The whole team pushed hard to finalise the work in time and it paid off. Thierry and Nicolas were able, marvellously, to close the gap to 0.6 seconds away from Elfyn Evans, setting up the final stage comparable to a movie thriller. Rally Argentina was full of tension from the start of the event all the way until the moment when the cars finished the final stage.”



Contrasting fates

As one of the famously notorious ‘rallies of attrition’, our team was not immune to the many challenges posed by Argentina’s hazardous terrain. Friday was a busy day for our mechanics, who were required to get all three Hyundai i20 Coupe WRCs back to their best after the opening loop of rough and rutted stages.

Although Thierry was able to recover the 48 seconds lost from some rear damper damage, Hayden and Dani were not so fortunate.

A slow-speed roll in SS2 started Hayden and John off on the wrong foot. While they recovered to sixth and recorded their first stage win of 2017, it was not an easy run. Their cause was further hindered by power steering issues, ironically on the Power Stage.

“You could not have written a script more opposite to last year,” reflected Hayden. “I just can’t believe our luck.”

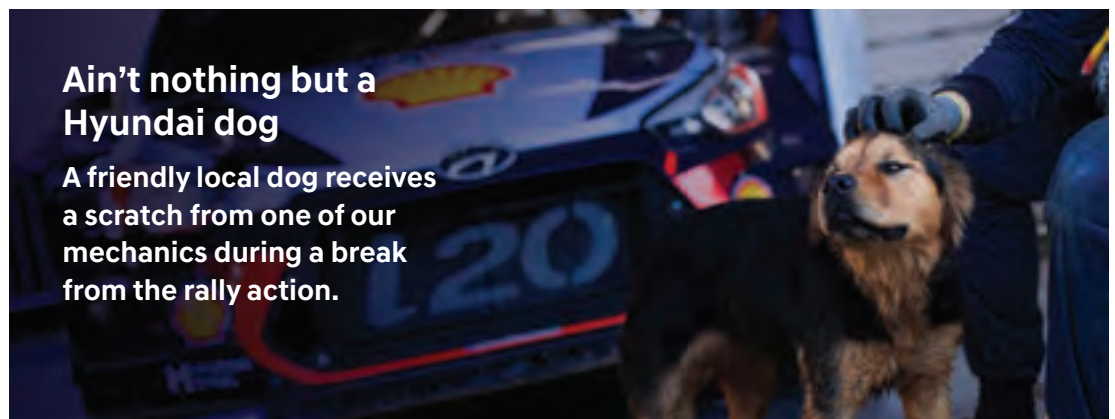
A broken steering arm would cause the downfall of our Spanish #6 car. Dani and Marc were forced to perform mid-stage repairs during SS3 after hitting a rock and finished ten minutes down on the leaders.

“The rally was over almost as soon as it had begun, really. When you lose so much time early on in the event, it is impossible to regain.”

Michel offered a consolatory view: “Argentina is a tough place to come rallying and we knew it would be hard on these new cars. We had our fair share of issues and misfortune across all three cars, but it’s sometimes a question of fighting through to the finish.”

Ain’t nothing but a Hyundai dog

A friendly local dog receives a scratch from one of our mechanics during a break from the rally action.



**We celebrated our first-ever podium
finish at this event in style**





Rally Portugal

WRC Round 6



Rally de Portugal
18 - 21 May
Matosinhos
Gravel
349.17km / 19 Stages

Result

2nd #5 Thierry Neuville / Nicolas Gilsoul
3rd #6 Dani Sordo / Marc Martí
29th #4 Hayden Paddon / Seb Marshall

Highlights

First-ever Portuguese podium
Nine stage wins across all three crews
Second double podium of the season

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Our Marketing and Hospitality Specialist talks about welcoming guests to spend time with the team

“Portugal was one of the busiest events of the year, with over 250 guests in attendance including some VVIPs such as the Hyundai Motor Europe President. With this many people, it required perfect planning behind the scenes. There is seating space for 120 people at a time on the first floor of the hospitality unit and we used the second floor meeting room for an additional small VVIP dining area. Then, with 80 team members to cater for, as well as 20-30 media, it was very busy to coordinate everything! Our podium result was the highlight of the rally and provided lots of excitement among the guests.”



Patience is a virtue and in regard to our search for success at Rally Portugal, our 2017 performance proved to be an excellent reward for the wait. Having missed out on a podium during our first three visits, we celebrated our first-ever top-three finish at the event in style – by securing two steps of it!

At the end of 19 stages of grueling gravel action, both Thierry and Dani found themselves on the podium, claiming second and third place after a scorching weekend on the Iberian Peninsula.

Jumping for joy

In addition to second place, Thierry and Nicolas also secured four precious Power Stage points in front of thousands of fans at Fafe, the rally's closing test renowned for its jaw-dropping jump.

"We struggled with the rear of the car a bit, but I am pleased with second place," said Thierry. "We collected another good haul of points, which is very important for both championships."

This combination of win and Power Stage points saw Thierry leapfrog rival Jari-Matti Latvala in the Drivers'

Championship standings, leaving only four-time champion Sébastien Ogier in front of him heading into the summer season.

Roared on by his many compatriots who made the short journey from Spain, Dani too put in a solid performance to collect his second podium of the season.

"I am delighted," he beamed. "I was a bit disappointed to not be closer to the front but on Sunday I just focused on securing third place. It was fun and enjoyable and the support of all of the spectators was incredible."

Another one fights the dust

Following his dramatic exit from last year's event, which saw his car go up in flames in the arid Portuguese mountainside, Hayden again found his efforts scuppered this time by technical setbacks.

In his quest for vindication, Hayden took to the gravel with new co-driver Seb Marshall. The Brit, who was scheduled to switch permanently with John from Germany onwards, was drafted in due to an

unfortunate hip injury that prevented the experienced Kiwi from calling the notes.

After opening with two early stage wins, steering rack issues caused the pair to tumble down the classification order. They fought back to end with two further stage wins and a positive start to a new partnership.

"The team just never gave up," said Hayden. "They seem to dig deeper with each rally. Our stage wins on Sunday reinforced what might have been had we not experienced any troubles. Seb did an amazing job too and overall there are some really encouraging signs for the future."

Looking at the big picture, Michel was very positive about our team's efforts. "We achieved our objectives with not just a first podium in Portugal, but a double one!" he enthused. "When someone like Ogier has a 16-second lead on the final day, you know it's going to be tough. Our crews never faltered in their resolve and once again put on an exciting show."



**Despite a fifth consecutive
podium, we were left to think of
what might have been**

Rally Italy

WRC Round 7



Rally Italia Sardegna
8 - 11 June
Alghero, Sardegna
Gravel
312.66km / 19 Stages

Result

3rd #5 Thierry Neuville /
Nicolas Gilsoul
12th #6 Dani Sordo / Marc Martí
DNF #4 Hayden Paddon /
Seb Marshall

Highlights

Fifth top-three finish in
consecutive rallies
Eight stage wins across all three
crews
i20 Coupe WRC led for nine of
event's 19 stages

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Perhaps the hardest thing to admit is when a podium is no longer enough. Thierry, who despite securing a fifth consecutive podium with his third-placed run alongside compatriot Nicolas, was left, like most of our team, to think of what might have been at Rally Italy.

“To score a podium in this difficult rally is a good result and extends our run, but at the same time, we are disappointed to be unable to compete for the victory. We need a big push into the second half of the season to catch Sébastien Ogier. In terms of the championship, Australia is still very far away.”

Having led the rally for nine of its 19 stages, hopes were high that any one of our crews in an i20 WRC Coupe could make it back-to-back wins for the team in Italy, following the duo's triumph in 2016. Given how the weekend played out, it was unsurprising that the pairing's eventual celebrations were somewhat muted.

Hard lessons

Under the scorching Mediterranean sun, Hayden and Seb set the early pace on the glistening gravel. They seized the lead on SS5 Tergu-Osilo and continued to control the field overnight for the next seven stages, picking up an impressive stage win on SS10 Coiluna-Loelle.

However, the flying Kiwi's wings were clipped when errors on SS13 and again on SS18 saw their rally come to a premature end.

“We had a very strange incident on another ‘nothing’ corner,” said a dejected Hayden. “I am incredibly disappointed in myself and for the team.”

He was not alone in his troubles. Turbo issues on Friday meant that Dani and Marc fell down the classification and out of contention for a top-three finish. Despite this, our Spaniards soldiered on and notched up a standout four stage wins.

“We were much happier with the way we ended the rally, particularly as we were able to pick up some Power Stage points,” said a rejuvenated Dani. “It is proof that we are making the right sort of progress.”

Belgian bounce back

The setting of one of our favourite images from 2016 – the team jumping into Alghero harbour in celebration of Thierry and Nicolas' win – Sardinia once again proved to be good for the podium cabinet. However, the Belgians certainly had to work hard for the third-place finish.

Beginning with a stage win on the Ittiri Arena Super Special Stage on Thursday night, the crew looked like a solid bet until brake problems hampered their progress during the first pass of Monte Lerno on Saturday. They dropped to fourth and were subsequently promoted back into podium position once teammates Hayden and Seb retired after SS13.

A third-fastest time on the Power Stage maintained the Belgians' running record as the only crew to collect Power Stage points at every event since Monte-Carlo.

Michel remained pragmatic about the challenges that still lay ahead. “The reality is that we lost ground to M-Sport,” he concluded. “Congratulations to them and Ott Tanak on his debut WRC win. But, looking back, we missed the chance to assert our authority on this event.”





Our Driver Physiotherapist talks about the heated challenge of summer rallies

“Italy is a nice rally! It always has nice weather and there are great restaurants right next to the beach. But it is also one of the hottest events of the year and that brings certain challenges. We prepare around 80 bottles of water with special electrolytes to help our crews replenish their fluids during the event. At the media zones, we also bring wet towels for the drivers to help cool their body temperature down. It is also important to replace and wash their fireproof tops more often. While Thierry and Nicolas’ podium was not the win we were hoping for, it was still an enjoyable visit to Sardinia.”

Rally Poland

WRC Round 8



Given testing conditions, the team's dominant display was all the more noteworthy



Rally Poland
29 June - 1 July
Mikolajki
Gravel
326.64km / 23 Stages

Result

- 1st #5 Thierry Neuville / Nicolas Gilsoul
- 2nd #4 Hayden Paddon / Seb Marshall
- 4th #6 Dani Sordo / Marc Martí

Highlights

Second 1-2 in Hyundai Motorsport's history
Best ever team finish with 1st, 2nd and 4th
50th stage win of 2017

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It was 35 months between our first and second-ever 1-2 finishes in the WRC but you would not know it given the elation felt by those on the ground in Poland!

Nearly three years on from Thierry and Dani's double act at Rally Germany in 2014, it was the Belgian who again led the way to another roaring success, this time accompanied by Kiwi teammate Hayden.

"What a great result for the whole team," enthused Thierry. "Our goal was to outscore Sébastien Ogier, which we did, and close the gap in the championship for the second rally in a row. I am so delighted for everyone in the team."

Michel shared the sentiment: "This was such an important result for us, especially in terms of the championship. More than that, it shows what we can achieve when we are at the top of our game."

Polished performance

It was our Belgian crew who put in a truly imperious showing across the weekend, claiming nine of the team's 12 stage wins towards their third victory of the season. Collecting our other three were Hayden and Seb, whose climb to the podium was a weight removed.

"I can't tell you how relieved I am," said Hayden. "It feels like a win after the season we have had so far. Thanks to Seb for a job well done, and congratulations to him on his first WRC podium."

However, it was not all plain sailing in Eastern Europe for our crews in one of the most competitive rallies of the year. The lead changed hands on no fewer than ten occasions before Thierry and Nicolas could pull away from the chasing pack on SS21 Paprotki.

As always, Poland remained a pacey affair. Its infamous long grass-lined stretches meant drivers had to be on high alert not to be caught out by any nasty surprises.

Teamwork makes the dream work

Given these testing conditions, the team's dominant display was all the more noteworthy. Our four stage 1-2s were a season record for the team, and the event also marked the first occasion during the year where all three of our crews finished within the top-five overall.

Despite just missing out on a podium in fourth place, Dani and Marc were more than happy to contribute to our best complete team result.

"Poland always has the potential to be a difficult rally and the conditions were difficult at times," Dani said. "Obviously it is tough to miss out on joining the other guys on the podium, but I am just so pleased for the team."

Locking out the top two steps in Poland meant that we had closed the gap on M-Sport in both the Drivers' and Manufacturers' Championships. Michel was crystal clear on the importance of teamwork in maintaining our title push.

"This 1-2 result is for everyone in the team and our supporters," he concluded. "The WRC is in great health with a high level of competition and we are honoured to be playing our part. We must all pull together, give it everything we've got and keep pushing the team forward."

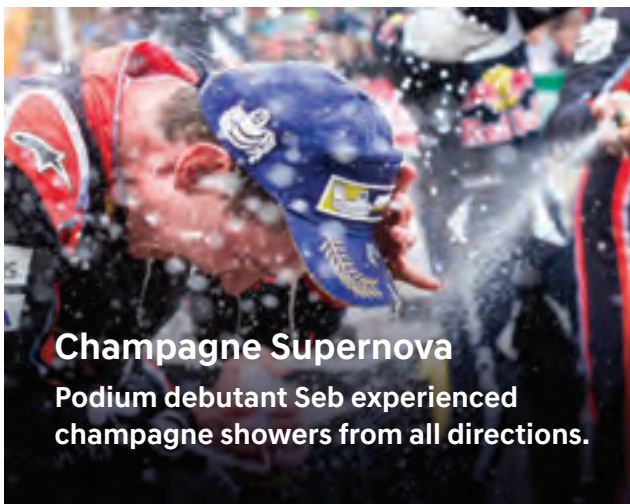
It was later announced that Rally Poland would not form part of the 2018 WRC calendar, leaving our top result unchallenged.





Our Logistics Team Coordinator talks about the puzzle of moving people and equipment

“Poland is a rally I personally like for the location. At the centre is the town of Mikołajki and the hotel we stayed at has a splendid view of the lake. It is nice and relaxing at the end of the day. But getting there is tough! It is 226km away from the airport, along narrow roads and takes over three hours to drive. The rally was special from my point of view not only for the win and double podium, but also for the tension and the risks our drivers took at high speeds. I organised a surprise team BBQ with the hotel in their gardens to celebrate with all the team afterwards. The atmosphere, weather, views and result was unbeatable! “



Champagne Supernova

Podium debutant Seb experienced champagne showers from all directions.



Back in Town

for the Ypres Rally

Occasionally a local rally can garner even more attention than a traditional WRC event, and the high-speed, narrow roads of a famous Flanders event in June had cause to do just that.

Ypres Rally was a featured round for three different series, including the Belgian and British national championships, as well as the Tour European Rally Series, and boasted total of 37 R5 entries! Five New Generation i20 R5 cars were part of the premier class including two Hyundai Motorsport entries and three private customer teams.

For Thierry and Nicolas, it was their first official entry with one of our i20 R5 cars, a fitting outing following the car's public debut as a VIP course car at the same rally in 2016.





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'Back in Town'
competition winner

Zoë
Charlet



Thierry

"It was exciting for us to be back in Belgium especially with such a fun and unique livery! We have not had many chances to compete there in the last few seasons around WRC rounds."



Hyundai Belgium supported Thierry and Nicolas' entry into Ypres Rally as part of its local marketing activities.

Their return to local racing was supported by the Hyundai Belgium 'Back in Town' competition, which offered children the chance to design a unique livery for the event. From hundreds of entries, eight-year-old Zoë Charlet was chosen as the winner with her joyous emoji idea. Zoë and her family joined us to see the bright car take to the stages, and spent time with Thierry and Nicolas as part of a VIP package.

The Belgians won two of the first five stages on the opening day, but their 2.9-second lead was abruptly lost on the sixth stage when they slid wide and rolled into a field. Thankfully, the crew were unhurt and following a massive six-hour effort by our team, they returned to win seven of the remaining stages.

"I would like to thank everyone for their efforts in fixing the car so we could come back on the final day to show off the performance of the i20 R5 in front of the big crowds," Thierry said.

Our R5 customers also had mixed results. After getting their Tour European Rally Series campaign

off to a winning start during the previous month, Giandomenico Basso and Lorenzo Granai claimed second in class to maintain an early championship lead. It was the first time the Italians had competed in Ypres since 2011.

Other top R5 performers Tom Cave and James Morgan won the first two rounds of the British Rally Championship on gravel, and were on their way to adding another class podium to their tally on the first tarmac rally of the year – and the first BRC event run entirely outside of the UK. Cruelly, a mechanical problem on Saturday ended the Britons' quest for a hat trick.

Belgian championship regulars Guillaume Dille and André Leyh were also running in the top contingent before a small mistake left them stranded in a ditch.

Our own Hyundai Motorport Driver development Program pairing of South Korean driver Chewon Lim and Belgian co-driver Martijn Wydaeghe became one of many competitors who were caught out by a hard

jump landing during the first stage of the second day, Kemmelberg. Their rear window shattered and while initially the damage did not cause any problems, it brought their Ypres weekend to a peculiar end later. As Lim approached a corner on SS11 pieces of the glass became stuck in the pedals, prevented him from braking and sent the crew into a ditch.

Despite the trials experienced by many of the crews, Customer Racing Manager Andrea Adamo was pleased to acknowledge just how far the department had progressed in such a short space of time.

"Twelve months prior, we showed the New Generation i20 R5 for the first time in Ypres," he said. "In 2017, we had a total of five teams competing in i20 R5 cars, and achieved a top-five finish from a very tough rally with strong entries. Thierry was able to take multiple stage wins and it was clear the car was quick enough for a victory."

**After nine rounds we were leading the
championship for the first time in our
team's history**



Rally Finland

WRC Round 9



Rally Finland
27 – 30 July
Jyväskylä
Gravel
314.20km / 25 Stages

Result

6th #5 Thierry Neuville / Nicolas Gilsoul
9th #6 Dani Sordo / Marc Martí
43rd #4 Hayden Paddon / Seb Marshall

Highlights

Thierry and Nicolas led championship for the first time
Unbroken Power Stage points run for Thierry
Five top-three stage times on a difficult event

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Our Achilles' heel presented itself in the form of an event: Rally Finland. Like the mythological Greek warrior, we have shown our strength in every other area by registering a podium in each of the other 12 rounds during four seasons in the championship.

Despite not overcoming this obstacle in 2017, our Trojan horse came in the form of a careful drive to sixth place from Thierry and Nicolas. Eight points, plus three bonus Power Stage points, closed the gap in the Drivers' Championship completely.

New championship leaders

The tricky rollercoaster nature of Finland's forest roads caught out defending champion and main rival Sébastien Ogier during Friday morning. His subsequent retirement, and Thierry's 11 points, tied the two drivers on 160 for the title race. With Thierry's three wins superior to Ogier's two, it meant that after nine rounds we were leading the championship for the first time in our team's history.

"We had a very difficult weekend so to salvage some points was crucial," said Thierry. "The Power Stage was a key moment, as we scored three vital extra points. This has leveled the playing field with four events remaining."

All three of our crews found the chemistry required for a podium elusive across the 25-stage rally. The stars aligned for just a single stage win on SS13 for our new championship leaders.

Dani and Marc languished on the edge of the top-ten all weekend and only felt a sense of relief when it was over.

"We could not find the confidence to fully attack," said Dani. "In Finland, more than anywhere else, you need to have full commitment inside the car; the smallest of lifts can make a huge difference on the timesheets."



So long, farewell
It was officially the farewell for Kiwi co-driver John Kennard, at the same event he first entered in 1985.



Our PR Manager talks about one of our special highlights of the championship

“Finland gave us mixed feelings. It is always super exciting to go there as “the” rally of the season in terms of speed and jumps. I simply love this one. Unfortunately, we were not on the pace and our competitors were ahead of us all week. The consolation was that Thierry managed to take the lead in the Drivers’ Championship. It was a reward for all the hard work put in by everyone in the team on-event and back at the factory. As a matter of fact, it was also a great appetiser and boost for everyone to help us fight at the front.”



Groundhog day

Hayden’s rally was littered with retirements and contrasting flashes of hope. It was clear to see that his and Seb’s second place in Poland had restored their confidence on the stages, but the crew would have a frustrating sense of déjà vu in Finland. Hitting a rock on SS4 (by going wide) and then again on SS15 (directly in the driving line), the #4 i20 Coupe WRC only contested eight stages throughout the event and utilised Rally 2 regulations to restart each day.

“There was nothing we could do about our second retirement,” explained Hayden. “We were going through a blind left, into a right, when all of a sudden I caught sight of a football-sized rock. In the split-second it took to see it, and I knew it would do damage. We could not avoid it and it broke the suspension arm. The real shame is the lack of mileage from this rally.”

Overall, Michel was disappointed the team was not able to achieve its pre-rally objective to reach the podium.

“We expected this rally to be more difficult than others but we never thought we would be missing so much pace,” he reflected. “Our congratulations to Esapekka Lappi for his debut WRC victory, and to everyone at Toyota Gazoo Racing for a great home result.”

While it was not an outcome we wanted, Lappi’s win was the sixth different victor in the new 2017-specification era. The thrilling 2017 season continued.





i30 N

performance accessible to everyone

In 2017, Hyundai Motor Company launched its first ever high-performance road vehicle available to the public. The i30 N had been long anticipated and also forms the base model of our Hyundai Motorsport-designed i30 N TCR for circuit racing.

The world premier of HMC's new family of i30 models took place in July at the trendy Böhler Areal, Alte Schmiedehalle (Old Forgery) in Düsseldorf. Along with the i30 N, a fastback version was also introduced to the middle of the lineup. It was a chance to really showcase our motorsport activities and how they enhance the Hyundai brand at a global level, providing excitement, technology and development.

With our TCR test and development driver Gabriele Tarquini in attendance, guests were able to interview and connect with the N story alongside the zebra-liveried i30 N TCR and our top-flight i20 Coupe WRC.

Two months later, invited media had the chance to get their hands on the real deal and drive the brand new i30 N for themselves at the Autodromo di Vallelunga in Italy before it became available to the public.

More than 200 people took part in the driving experience over five days just north of Rome on a special circuit with plenty of corners. This enabled the media to really feel and understand the performance of

the car and get the most enjoyment out of it under the watchful eye of Gabriele and other expert driver tuition.

With further time available over the course of the week, technical product workshops and engagement with Pirelli tyre professionals added an extra dimension to the experience.

Both events were run by Hyundai Motor Europe with our support.





Thierry

"So many people have been looking forward to this car and it was a pleasure for me to test it."

Ahead of the i30 N worldwide release, our Belgian driver Thierry travelled to Arjeplog in the north of Sweden for a taste of Hyundai's first high-performance road car.

It was an opportunity to analyse its performance and provide feedback to the engineers for enhancement.

A nearby frozen lake provided the perfect arena to help develop and tune the car's dynamic systems. The Electronic Stability Control, Limited Slip Differential, steering, shock absorbers, suspension and tyres were all being tested under extreme weather conditions down to -30°C.

"The engineers have done a good job on the gearbox and the differential. Even in development, it already felt quite near to a racing car," Thierry said.

"There is good traction and good stability in slippery conditions, and it's very easy to handle. It will give a normal driver a sensation similar to what it's like to be in a race car."

Eifel tour of past and present World Rally cars



With two Hyundai World Rally cars from the past in tow, we went along to the Eifel Rallye Festival to offer some very special co-drives as part of the July summer event. A total of 14 guests, including competition winners and journalists, enjoyed the once-in-a-lifetime opportunity to ride in a WRC car.

The demonstration event celebrated six decades of rallying, with entries from as early as 1963. Hyundai contributed to two decades with the 2003 Accent WRC and 2014 i20 WRC separated by nearly 12 years.

Piloted by Armin Schwarz and Thierry Neuville, the cars provided a special showcase for the thousands of fans who turned out to see their rally heroes.

The Accent WRC was active from 2000 to the end of 2003 and featured a 1,998cc turbo-charged engine producing 300bhp to 4WD. Compared to 2014's smaller 1,600cc turbo-charged engine yielding the same power, it's easy to see how far the technology progressed.

German driver Armin competed across three decades from 1988 to 2005 with a number of factory teams, including the Hyundai World Rally Team in 2002 and 2003. He was teamed with Belgian driver Freddy Loix.

"Thanks to Hyundai for providing a great car," Armin said. "You always feel welcome at Eifel Rallye, starting right in the middle of the city of Daun. It's a real festival and there is so much enthusiasm that we can bring our sport to the fans."

"To see the old WRC car with Armin driving it like in the past, it's great for the spectators!" Thierry added. "I hope my driving style also appealed to the fans, I've always tried to be spectacular."

There was an added silver lining to our special co-drives. One of the lucky winners was drawn from a community raffle by the festival organisers in support of the local association for Promotion of Youth Work. A total of €2,000 was raised for a chance to join Thierry in the i20 WRC!

"It's been a long time since I have had a different co-driver!" Thierry explained. "It was a great experience and the guests did well I must say! The pace notes were very easy, but it was still important to find a good rhythm."



Eifel Rallye Festival / RBHahn and McKlein



Rally Germany

WRC Round 10

With competition so tight, there was simply no room for error



Rallye Deutschland
17 – 20 August
Bostalsee
Tarmac
309.17km / 21 Stages

Result

8th #4 Hayden Paddon / Seb Marshall
34th #6 Dani Sordo / Marc Martí
44th #5 Thierry Neuville / Nicolas Gilsoul

Highlights

Five stage wins for Dani and Marc
12 top-three stage times despite challenging results
Full Power Stage points for Dani

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We had high hopes for our home rally, the site of our first ever win and double podium in 2014 – as well as another double podium in 2016. But past history does not ensure results. In 2017, with competition so tight that anyone had a shot at victory, there was simply no room for error.

Come Sunday afternoon, Hayden and Seb were the only crew left to hold our position in the Manufacturers' Championship with a top-eight finish. On an event that is often referred to as being three rallies in one, the Kiwi was the first to admit he found the changing tarmac surface especially difficult. Two punctures did little to help his cause.

"We entered this rally knowing, for us, that it would be one of the hardest of the season. I am pleased we made it to the end," Hayden explained. "When conditions were more consistent, we showed some improvement in performance compared to last year."

Dani and Marc set five fastest stage times including the Power Stage, but even five bonus points could not make up for slipping off the wet road on Friday's SS4. They were able to compete on the following two days under Rally2, but 35 minutes of penalties put the Spaniards out of contention.

"This hasn't been the rally we wanted at all," said Dani. "Our Power Stage win shows what we might have been able to achieve without any problems."

It's not over until...

Thierry and Nicolas' incident during the first stage on Saturday morning was an equally hard pill to swallow. By cutting a corner, a commonplace tactic for achieving the fastest racing line in Germany, their rear left wheel became caught and broke the suspension. As it was impossible to perform adequate roadside repairs, the Belgians were forced to retire and re-join the following day.

Despite slipping 17 points behind Sébastien Ogier to second in the Drivers' Championship, Thierry was quick to focus on the remaining 90 points on offer.

"The championship is not over," he said resolutely. "I will give everything to turn things around in the final three rounds of the season."

With six weeks to reflect and prepare before Spain, our team left no stone unturned looking for incremental gains to help give Thierry and Nicolas the best chance to win the title.

"It is not in our nature to give up without a fight, and that's the mentality with which we will tackle the three remaining rallies," echoed Michel. "We must learn and bounce back."





Thierry Neuville's father talks about the massive fan club support for his son

"Germany is Thierry's home event and not far from his hometown in Belgium. We organised a trip for 130 members of his official fan club to come to the rally and support him. Staying at Birkenfeld, we chartered nine buses to go to the stages and on Saturday, spent a relaxed day at Panzerplatte. One of the highlights was the hospitality tour on Thursday during Shakedown. Fans could watch the service from the first floor and had the opportunity to have a group photograph with Thierry. Unfortunately, the rally was over too soon but members of the club continue to support him. In 2017, they attended all but two events (Argentina and Australia)."

Norwegian newcomer strengthens team line-up



Andreas Mikkelsen, something of a prodigy in rallying, made the switch from every Norwegian's first sport of skiing at just 16 and has never looked back. He became the youngest driver to score a championship point at 17 years and 233 days old when he finished fifth overall at Rally Sweden in 2008. But it was because of his more recent results that the 28-year-old was chosen, along with co-driver and long-time friend Anders Jæger, to bolster our chances at the Manufacturers' Championship for the remainder of the 2017 season.

He finished up with the outgoing Volkswagen Motorsport team in 2016 and celebrated a win in Australia at their final event, before taking a factory-supported R5 entry into WRC2 with Škoda Motorsport. He won the category's Monte-Carlo and Tour de Corse rounds and notched up seventh on both occasions in the overall WRC standings. Then a three-round campaign back at the top level with Citroën culminated in second place at the notoriously difficult Rallye Deutschland. All of which had not gone unnoticed by our team.

"Discussions with Andreas were ongoing since he was out of a drive, but we had nothing to offer him as our line-up was fixed," Michel explained. "Andreas is one of those rally drivers who fits in quickly and just gets straight down to business. From the few times he visited the factory in Alzenau, his determination and professionalism shone through. We are pleased to have him on board in a full-time capacity."



"I am delighted to join Hyundai Motorsport," Andreas said after signing for 2017 to the end of 2019. "It is a great team with some very talented people, and the Hyundai i20 Coupe WRC has proven itself to be a winning car on every surface."

"I had the chance to test on gravel earlier in the year and had a really positive feeling," he explained. "Even before my first rally with the team, I felt that I settled in quickly. It is clear to me that this is a world-class team with realistic chances of fighting for both Drivers' and Manufacturers' Championships."

Prior to Rally Spain, where Andreas stepped in for Hayden Paddon in the #4 i20 Coupe WRC, he had his first taste of not just one, but two of our rally cars. His experience is an invaluable resource in benchmarking performance, according to Michel and the team.

"He delivered us positive and useful feedback. Andreas also drove our i20 R5, which further allowed him to integrate into all areas of our team ahead of the final three events of this season. We can't wait to see him in action into 2018 – and beyond."

In a record of sorts, Andreas' performance later in the year meant he became the first driver to score points for four different manufacturers within 12 months since perhaps Finnish World Rally Champion Hannu Mikkola did in 1974-75. While the feat is difficult to substantiate due to the different eras of competition, fourth place in Wales in just his second event with us said a lot about the Norwegian's ability to get up to speed – and subtly hinted at even more to come.



R5 customers celebrate championship success

Following homologation in 2016, our New Generation i20 R5 cars were shipped to customers throughout 2017. As a testament to the strength, speed and reliability of the cars, our customers won four titles on gravel and tarmac. They also amassed local, national, regional and WRC2-level R5 class and overall rally wins. It was a successful 12 months for the Customer Racing department with healthy interest and sales.

The first title and championship went to Iván Ares and José Antonio Pintor in Spain. After their fourth win of the season at Rallye Cantabria, they clinched the national championship with two rounds to spare. Another win at Rallye de La Nucía-Mediterráneo afterwards gilded their dominance in 2017. They were also able to add the FIA Iberian Rally Trophy to their cabinet on the way to their first national championship,

winning a total of five events and finishing on the podium for every rally of their ten-round campaign.

Victory at the Rallye International du Valais in October gave the Italian BRC crew of Giandomenico Basso and Lorenzo Granai their third win of the season in the Tour European Rally (TER) Series. It was enough to secure the title and the first international rally honour for the New Generation i20 R5 with one round to spare. The BRC team was instrumental in the development and first races with our i30 N TCR car.

In November, 22-year-old Jordan Berfa won the French gravel championship and his first-ever national title in a Turbo ABP Competition-run New Generation i20 R5. With co-driver Damien Augustin, they finished fourth overall at the final round, Rallye Terre de Vaucluse,

following a consistent season with multiple class wins and overall podiums.

"Our customers have enjoyed great success this season in multiple championships!" Customer Racing Manager Andrea Adamo said. "We pass our congratulations on to the crews and teams for their titles in the TER Series and in France. The championship win in the French national gravel competition also proved that the New Generation i20 R5 is equally capable on loose surfaces as well as tarmac.

"We will continue to support our customers over the winter months to make sure that they can once again challenge for titles in 2018," Andrea added.



Titles

Iván Ares & José Antonio Pintor
 Iván Ares & José Antonio Pintor
 Giandomenico Basso & Lorenzo Granai
 Jordan Berfa & Damien Augustin

Spanish Rally Champions 2017
 Iberian Rally Trophy 2017
 Tour European Rally Champions 2017
 France Gravel Champions 2017

Wins

Guillaume Dilley & Anthony Bourdeaud'Hui
 Kevin Abbring & Seb Marshall
 Guillaume Dilley & André Leyh
 Jordan Berfa & Nathalie Berfa
 Giandomenico Basso & Lorenzo Granai
 Claudio De Cecco & Giovanni Battista Campeis
 Guillaume Dilley & André Leyh
 Salvatore Riolo & Gianfrancesco Rappa
 Iván Ares & José Antonio Pintor
 Marijan Griebel & Johny Blom
 Surhayen Pernía & Carlos Del Barrio
 Elwis Chentre & Igor D'Herin
 Iván Ares & José Antonio Pintor

Rallye de Tournai 2016
 Rallye du Var 2016
 Rallye de Trois-Ponts 2017
 Rallye National Val d'Agout 2017
 Transilvania Rally 2017
 Rally Bellunese 2017
 Rally van Wervik 2017
 Rally di Caltanissetta 2017
 Rallye de Ferrol 2017
 Rallye Lëtzebuerg 2017
 Rally Cristian López Herrero 2017
 Rallye des Alpes du Mont Blanc 2017
 Rally Princesa de Asturias - Ciudad de Oviedo 2017
 Rallye Villa de Llanes 2017
 Rallye Liezen 2017
 Rallye Cantabria 2017
 Rallye International du Valais 2017
 Rally Poreč 2017
 Rally de La Nucía-Mediterráneo 2017
 Rallye National du Fenouillèdes 2017

Iván Ares & José Antonio Pintor
 Giandomenico Basso & Lorenzo Granai
 Iván Ares & José Antonio Pintor
 Giandomenico Basso & Lorenzo Granai
 Juraj Šebalj & Karlo Golub
 Iván Ares & José Antonio Pintor
 Jordan Berfa & Damien Augustin

Year of development for Korean driver Chewon Lim

Throughout 2017, we worked with Chewon Lim in a fledgling Hyundai Motorsport Driver development Program. A former circuit racer, he was selected from 5,000 original applicants as the winner of Korean national television show 'The Rallyist' seeking to find a new talent for international rallying. Paired with experienced Belgian co-driver Martijn Wydaeghe, Chewon completed an intensive schedule with regional rallies across Europe in our New Generation i20 R5 as well as on-going training away from the stages. They showed promising performance with top ten stage times and finished 22nd overall at WRC Rally Germany.





Budding Finnish talent

Jari Huttunen selected for HMDP

Introduced as part of our growing presence in the rallying community, the Hyundai Motorsport Driver development Program (HMDP) was established to nurture promising up-and-coming drivers and help them reach their potential.

In August, we embarked on a journey to find the next HMDP crew with a staged selection process. A pool of 16 candidates was invited to Alzenau to be assessed across a range of criteria including technical understanding, English language, PR skills and communication with mechanics and engineers.

Eight young drivers continued to the next step to demonstrate their talent on tarmac and gravel in our R5 car joined by their respective co-drivers. Our dedicated panel of team management included Team Principal Michel Nandan, Team Manager Alain Penasse, Customer Racing Manager Andrea Adamo and Director of Marketing Stefan Ph. Henrich, who had the unenviable task of selecting the final crew for 2018.

Ultimately, it was a unanimous decision to choose 23-year-old Finnish driver Jari Huttunen. While he had experience competing in Germany in 2016, where he won his class in six out of seven events, and moved to an R2-specification car in the European Rally Championship for 2017, it was his consistently strong pace on our test roads that helped him stand out from his peers.

“It’s obviously a huge honour to be selected as the winning candidate!” Jari said. “There were a lot of very talented drivers involved, with more experience than me, so to be chosen was a nice surprise. Though I only had a short time in the New Generation i20 R5 at the test, I quickly felt comfortable and was able to push even in difficult conditions.”

He has a track record of adapting fast, having won the WRC2 category on his home event, Rally Finland, earlier in the year on just his second R5 start.

“We were very impressed by the level of all the candidates,” Team Manager Alain Penasse explained. “They each had a very professional approach and left a good impression with myself and the other judges. What stood out about Jari was his determination. With only a few starts in an R5 car he had less experience than many of the other candidates, but was immediately competitive and consistent in the New Generation i20 R5 on both the tarmac and gravel stages.”

In 2018, Jari and his co-driver Antti Linnaketo will pilot our New Generation i20 R5 on in a number of rounds of WRC2. Not only is it a chance for Jari to demonstrate his considerable talent to the world, it will also provide us with a case study of our R5 car’s capabilities and work as a proving ground for ongoing upgrades to be made available for our customer cars.

Alongside the rallies, Jari will have the opportunity to learn from the wider Hyundai Motorsport team including our experienced drivers Thierry, Andreas, Dani and Hayden. With assistance from our mechanics and engineers, PR and management, Jari has access to best practices for working on the car, competition strategy, personal training programmes and much more.

“He is clearly a very talented driver and has enormous potential as a rally driver,” Alain added. “With our support, we are confident he can continue his rapid progress in the sport in 2018.”

As a fully-fledged arm of the company, HMDP sits alongside our WRC and Customer Racing activities based in Alzenau. The interdepartmental relationship exists in order to develop gifted drivers like Jari into future world rally champions.

The initiative presents a business case study and exciting opportunity for the Hyundai network to further promote the brand via local and regional motorsport promotions. Some markets have already done so by running their own car and driver in the top international competition for R5 cars, WRC2.



Hyundai Finland PR Manager

“Jari is the one of the most talented young rally drivers we have seen for a long time. He already proved his speed by winning his maiden WRC2 start at Rally Finland. HMDP is important for a number of reasons and Jari will really boost Hyundai Finland. With the New Generation i20 R5, we can spread awareness of Hyundai in Finnish Rally Championships and when Jari celebrates success in his R5, other drivers look to Hyundai as well. To support his HMDP involvement, we will also work with him on national initiatives like training new i30 N owners about how they can drive their cars to the limit on a racetrack and teaching young people how to drive safely and economically. Finnish rally fans are some of the most demanding fans in the world and we are excited to have a Finnish driver part of the team.”



**We travelled to the Costa Daurada
with everything left to play for in the
championship**





Rally Spain

WRC Round 11



Rally de España
6 – 8 October
Salou
Gravel / Tarmac
312.02km / 19 Stages

Result

15th #6 Dani Sordo / Marc Martí
18th #4 Andreas Mikkelsen / Anders Jæger
DNF #5 Thierry Neuville / Nicolas Gilsoul

Highlights

Five stage wins across all three crews
Andreas led the first day on gravel on debut for us
Power Stage win for Dani

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Following the mid-season break, we travelled to the Costa Daurada with everything left to play for. Despite being the WRC's only gravel and tarmac event, it was the road surface most like a racetrack that would prove to be our undoing. And at Rally Spain, championships were on the line.

Smooth operator

Our newest recruits, Andreas and Anders, quickly got up to speed in the i20 Coupe WRC to take the rally lead on the first day. It was an exciting start from the Norwegian crew, who immediately felt at home with the team and on the mixed surface stages.

"We could not have asked for a better start to our Hyundai Motorsport career," a happy Andreas said at the end of Friday. "We became more and more confident in the car. It's definitely a positive start."

The full tarmac stages following on day two would prove difficult for all three of our drivers, and

ultimately form a disappointing end to our assault on the Manufacturers' Championship.

Rocked by misfortune

There is no way to sugar coat the fact that both Dani and Andreas' rallies came to an end after hitting the same rock on SS12.

"To say this has been disappointing would be an understatement," Dani said. "We had been driving well and setting ourselves up for a podium push. We know we could have scored a really good result."

Andreas added: "It was a steeper learning curve on tarmac for us, but certainly not the way we wanted to end the day."

Fighting back from a technical issue, Thierry was still on track for a top five finish on Sunday until disaster struck once again.

"I turned a bit too tightly in a slow corner and hit something that damaged the wheel," Thierry

explained. "That then caused the front suspension to break. Game over."

"What more can we say? Luck was definitely not on our side," Michel said. "The manufacturers' title is all but over for us. It was a difficult weekend for the whole team," he added. "There were some positives amongst the disappointment. However, we have to improve on tarmac and we will continue to work on this area for the future."

For Thierry and Nicolas, there was still a small glimmer of hope remaining for the Drivers' and Co-drivers' Championship titles. The Belgian driver was resolute, but realistic about his chances and vowed to finish the season on a high no matter what the outcome.

"We have to keep our feet on the ground," concluded Thierry. "We have had a fantastic season on the whole. We want to finish the championship with good results in GB and Australia."





The supplier of our hospitality structure, AMG's Marketing and PR Manager, talks about the appeal in Spain in the late summer

"Spain is a great event! The guests enjoy an incredible day with high quality of service and fabulous weather in Catalunya, at one of the most popular tourist attractions in Spain. It is a location that offers a wide range of possibilities and facilities. For us as partners, developing activity in our own country for a global competition gives us extra value as a company. We are proud to be able to provide a fantastic VIP experience for one of the biggest hospitality events for Hyundai in the WRC calendar. I highly recommend Rally Spain as a must-do event for individuals who love rallies and companies that want to amaze potential customers."





Rally GB

WRC Round 12

Two full night stages added to the charm and challenge of the 2017 edition



Wales Rally GB
26 – 29 October
Deeside
Gravel
304.36km / 21 Stages

Result

- 2nd #5 Thierry Neuville / Nicolas Gilsoul
4th #6 Andreas Mikkelsen / Anders Jæger
8th #4 Hayden Paddon / Seb Marshall
10th #16 Dani Sordo / Marc Martí

Highlights

Thierry storms to second place
Andreas fourth on only second team outing
All four i20 Coupe WRC cars finish in the top 10

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After misfortune marred our earlier efforts, it was going to be a tall order to climb back to the top of the Drivers' and Manufacturers' Championship standings. While we still stood an outside chance at taking our first title, it would require a perfect run and for our competitors to fall at the penultimate hurdle. With a special four-car entry, we gave it our best shot.

Despite an inspired ascension to the podium by Thierry and Nicolas, after languishing near the bottom of the top ten for most of the first day, our competitors M-Sport and Sébastien Ogier wrapped up both championships by the end of the weekend.

Don't dream it's over

Stage wins on SS7, 13, 14, 19 and the SS21 Power Stage, along with the five bonus points that went with it, were not enough to delay the drivers' title outcome to the final round. With Ogier hot

on Thierry's heels in third place throughout, the chances for a finale showdown diminished with each passing test.

"It has been a really exciting battle," the Belgian said at the end. "We have enjoyed some great fights this season."

"Our congratulations go to M-Sport and Sébastien for taking the 2017 titles," Michel added. "They have had the strongest overall package and that's the way to win the championship. We did all we could and saw much improved performance from our crews and cars," he concluded.

Helping us to clinch runner up in the Manufacturers' Championship with one round to spare were the newcomers Andreas and Anders. The Norwegians displayed a mature drive with a string of top three stage times to finish just 4.6 seconds off the newly-crowned five-time world champion in fourth.





Our Test Mechanic talks about her first full WRC event experience

“On tests you always work flat-out from the morning until the evening, and on the rally you need to manage time effectively during the services. During my first 45-minute Flexi Service, we changed quite a lot of things and then I looked on my watch thinking there was only 10 minutes left, but there was almost 30 minutes! Time runs quite slowly and you have a lot of adrenaline. Compared to a test, there were so many people around all the time. But, you don’t see them because you are so focused on the job. I enjoyed the rally a lot and it’s good experience. When you make changes to the car, it’s great to see quickly on the stage times whether it is good or not.”



“The battle for the podium was really close and I am pleased that we could finish so close,” Andreas said. “Fourth place in our second event with Hyundai Motorsport is pretty good. We benefitted from a better starting position on Sunday, we wanted to capitalise on that and we were not far off the lead times. The car set-up was amazing.”

Jump into the fog

Two full night stages added to the charm and challenge of the 2017 Wales Rally GB edition. Those 30km were not for the faint-hearted, with thick fog heavily restricting visibility. Hayden admitted they struggled to find a comfortable setup on the first day, but he and Seb enjoyed a strong end to Saturday with a second-fastest stage time in the dark.

“I was able to trust Seb implicitly on the pace notes, so we could push that bit more,” Hayden explained.

The final result of eighth place was not what they wanted, much like their teammates Dani and Marc who finished in tenth. With the decision taken to enter three cars in Australia, it was also the Spaniards’ last event for the year.

“We didn’t have the confidence to mount a stronger attack,” Dani admitted. “It isn’t the result we know we are capable of and we will prepare to come back stronger in 2018.”

**There was only one way to end a
challenging year like ours: on a high**



Rally Australia

WRC Round 13



Rally Australia
17 – 19 November
Coffs Harbour
Gravel
318.33km / 21 Stages

Result

1st #5 Thierry Neuville /
Nicolas Gilsoul
3rd #4 Hayden Paddon /
Seb Marshall
13th #6 Andreas Mikkelsen /
Anders Jæger

Highlights

Our fourth double podium of the year and Thierry's fourth win
Most stage wins on a rally with 14 out of a possible 19
An i20 Coupe WRC led the event after every stage

INTRO

JANUARY

FEBRUARY

MARCH

APRIL

MAY

JUNE

JULY

AUGUST

SEPTEMBER

OCTOBER

NOVEMBER

DECEMBER



There was only one way to end a challenging year like ours: on a high. Despite the ups and downs we experienced in one of the most competitive eras of the WRC, an outstanding result in Australia for the final round of the season provided us with renewed motivation to hit the ground running for 2018.

Both Andreas (who won the event in 2016) and Thierry sprang from the starting blocks on the first day of action, winning every single stage between them. They were on course to fight for a 1-2 finish until Andreas and Anders succumbed to a double puncture at the end of SS10. The Norwegians rejoined under Rally2 for Sunday, but their retirement from the front meant a chance at a second successive victory 'down under' was over.

"I went wide and touched the bank quite hard," Andreas explained. "I thought I had only a rear puncture but it became quickly apparent that we had one at the front too. With only one spare in the car, it was over. Nine times out of ten we would have been OK. Overall I had an incredibly positive feeling inside the car. It really felt like home!" he added. "I know I am in the right place for 2018; the car is awesome and the team is fantastic."

King of Coffs

Left to bring our Hyundai Motorsport contingent home, Thierry and Nicolas set about making sure their new lead was unassailable, even in the inclement weather

conditions. Four more stage wins helped eke out a 14.7-second buffer over second place before the eventful Power Stage.

"This is a very special victory, and I dedicate it to everyone in the whole team," exclaimed Thierry. "They worked hard all season long. It hasn't always been easy but they have never given up – not only those at the rallies, but also everyone at the factory. Now, we can enjoy this moment before turning our attention to next year."

New Zealand roll call

It was a case of the 'right place, right time' for Hayden and Seb. Our Kiwi found it hard to make everything click on the stages but his perseverance throughout the weekend was rewarded with a fastest stage time on SS18 Bucca16. At the end of the Wedding Bells Power Stage, the Anglo-Kiwi pair was bestowed with an unlikely podium following competitor Jari-Matti Latvala's retirement.

"We never want to score a podium through someone else's misfortune," Hayden said. "It's unfortunate for Jari-Matti but the podium is a nice result for us after a tough year."

Third place was a welcome celebration for the many fans that travelled across the Tasman Sea from New Zealand to see their local hero compete.



Our Catering Supplier talks about finishing the season with a flourish

“Unlike European rallies, where we have a fully-equipped catering truck, our overseas kitchen is a tent setup. It makes it a little challenging! On the other hand, we have fewer people to look after (media, VIPs, team personnel and truck drivers for example) and everything is located on the ground floor so it is a bit easier overall. The long-haul events have a relaxed feel and it’s nice to end the season in a beautiful country like Australia. A double podium was the icing on the cake!”

Simply the best

Even in our fourth year, there were still new achievements to recognise and in Australia, 14 stage wins on a single event was our best recorded so far. The impressive team statistic capped off a competitive year in which we took victories on three different continents, on gravel and tarmac, and with versatile performances from the Hyundai i20 Coupe WRC.

“We took away plenty of positives from this year,” Michel reflected. “It has been one of the most closely contested seasons in WRC. Thanks to our rivals for some exciting battles throughout the season, and a fantastic year of competition. My thanks also to every member of our team in Alzenau for their individual contributions – and to our partners and fans.”



First race victories for our i30 N TCR





In another milestone achievement for Hyundai Motorsport, we introduced our first high-performance car for circuit racing. Designed and developed by the Customer Racing department, the i30 N TCR is based on the i30 N road-going counterpart. But that is almost where the similarities end.

Built to the increasingly popular TCR specifications and honed on specialist racetracks, the i30 N TCR boasts 350hp from a 2-litre turbocharged engine controlled by a 6-speed paddle shift sequential gearbox. It cuts a striking image with a high-downforce rear wing and aggressive body kit.

From April onwards, our new racer clocked up thousands of kilometres with lead test driver and former touring car champion Gabriele Tarquini at the wheel. The intensive development of the i30 N TCR culminated in a three-round racing programme run with the support of Italian outfit BRC Racing Team at the TCR International Series events in China and Dubai as well as the one-off TCR Europe Trophy in Italy.



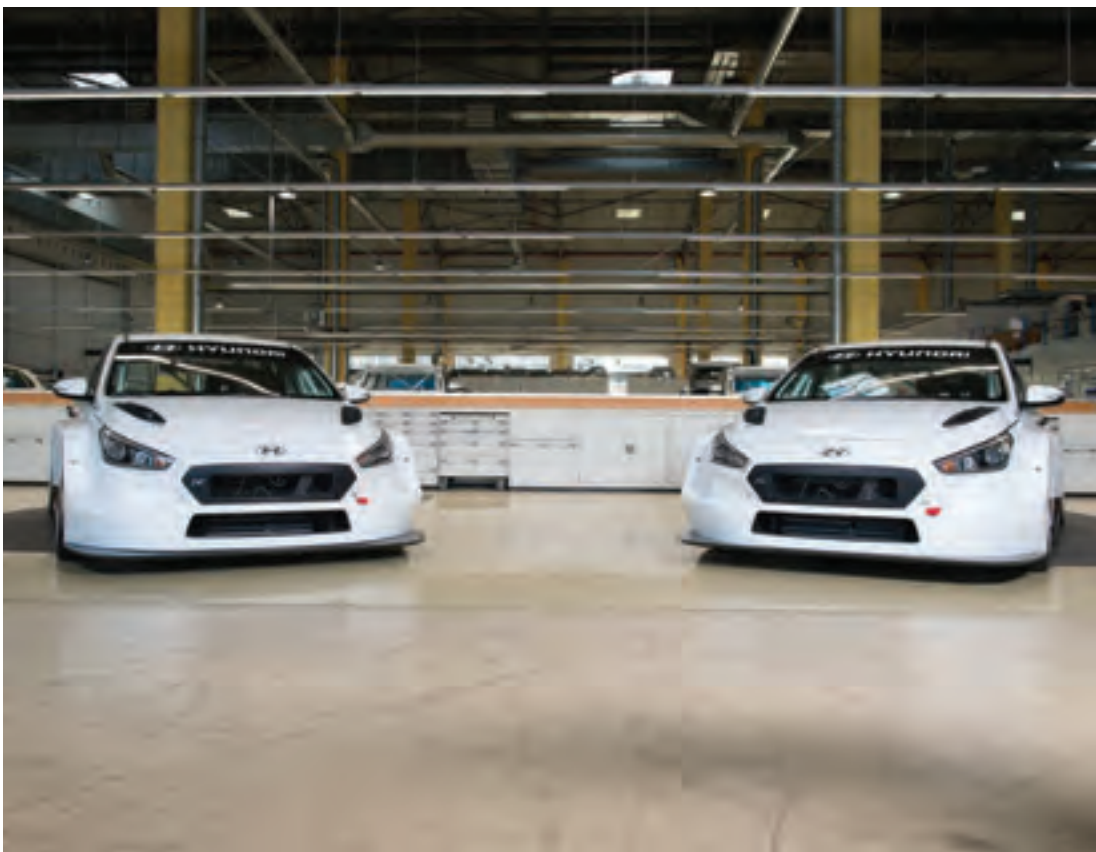
Customer Racing Manager Andrea Adamo

“Our customers will receive a high-specification package as standard, with crucial parts designed specifically for high-performance and reliability. At the wheel of an i30 N TCR, we are confident that our customers will be able to fight at the front of any TCR championship.”





The first brand-new i30 N TCR cars were delivered to customers on 7 December following testing and official homologation. To commemorate this occasion, the handover was completed in the Customer Racing workshop in Alzenau.



Each race weekend was a key opportunity to showcase the performance of the car against the TCR designs offered by other manufacturers, which was exactly what our drivers did.

At the Zhejiang Circuit in China, Gabriele and Alain Menu produced the top-two fastest times in qualifying. However, due to the team's temporary homologation, they started from 13th and 14th on the grid respectively. Gabriele took the lead just after halfway through the 19-lap race and held on to take a sensational debut win.

"We showed that we have developed a very strong package for the TCR regulations," Gabriele explained. "Starting from 14th in China, we did not expect to be able to fight for victory, especially on such a tough circuit. I had a really good first lap, and was able to take advantage of good brakes and handling to make the most of the pace of the i30 N TCR."

"The i30 N TCR has really impressed me," Alain said. "At the first race, with the Zhejiang Circuit being so different to the circuits in Europe where we tested, we didn't know what to expect. However, from the very first lap, the i30 N TCR has handled well around slow-speed corners as well as faster sections. It was instantly a very comfortable, easy car to drive on the limit, which is exactly what is required for a Customer Racing project."

Later in October, the team travelled to Italy for the single-event TCR Europe Trophy. With just one i30 N TCR entry piloted by Gabriele, we achieved our first

pole position, followed by second place and a win from the Race 2 reverse-grid challenge.

TCR regulations utilise Balance of Performance stipulations to help level the playing field between competitors and ultimately contribute to more exciting on-track action. In Italy, Gabriele's car carried an unprecedented 40kg of ballast and the engine restricted to 95% of full power, which made the result even more impressive.

"At both rounds, the performance of the i30 N TCR proved that we built a strong package for the regulations," Customer Racing Manager Andrea Adamo explained. "Our customers will receive a high-specification package as standard, with crucial parts designed specifically for high-performance and reliability. At the wheel of an i30 N TCR, we are confident that our customers will be able to fight at the front of any TCR championship."

During the final races of the season at the Dubai Autodrome, Gabriele and Alain fell victim to their earlier successes. Both i30 N TCR cars were required to carry the additional 40kg ballast together with the 5% engine reduction. Gabriele also carried another 10kg for his individual achievements to date.

Despite the handicap, Gabriele secured the fastest lap during a hectic Race 2 in the United Arab Emirates city while Alain paved his way to fifth after starting from the rear of the 21-car grid. Their performances were a taste of what could be achieved by customers in the future.



Customer Racing Manager Andrea Adamo

“There is no doubt about the performance on the track. Our customers can clearly see how competitive the i30 N TCR is in the TCR category with race wins on two very different circuit styles.”





Season review

of our 2017 WRC year



2017 was another landmark year for us in the FIA World Rally Championship. We led both the Drivers' and Manufacturers' Championships for the first time and enjoyed a lot of highlights and achievements. Here are a few of our successes in numbers.

On-Stage Success



In 2017, we won four events in France, Argentina, Poland and Australia with Thierry and Nicolas. Importantly, we also achieved eight other podiums in addition to those wins.



Rally France, Rally Portugal, Rally Poland and Rally Australia were our most successful events. We celebrated double podiums in all four.



Thierry, Andreas and Hayden all contributed to our most stage wins (14) at a single event in Australia. Thierry also won the most stages of any WRC driver during the season with a total of 56 fastest times.

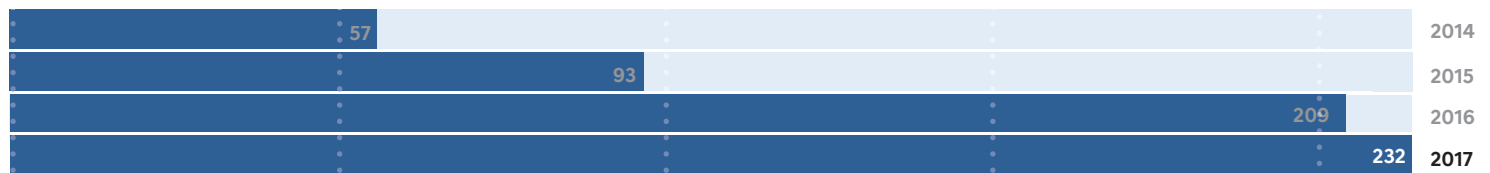


Our drivers led for a total of 74 stages during ten of the 13 WRC rallies. At Rally Australia, a Hyundai i20 Coupe WRC led the event after every stage: first Andreas, then Thierry on the way to victory.

Four-Year Comparisons



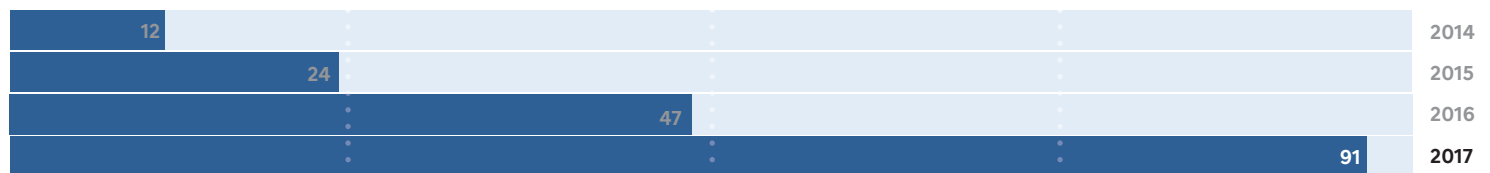
Top-Three Stage Times



An improvement on 2016, we worked hard to eke out the best performance from a brand new car against tough competition.



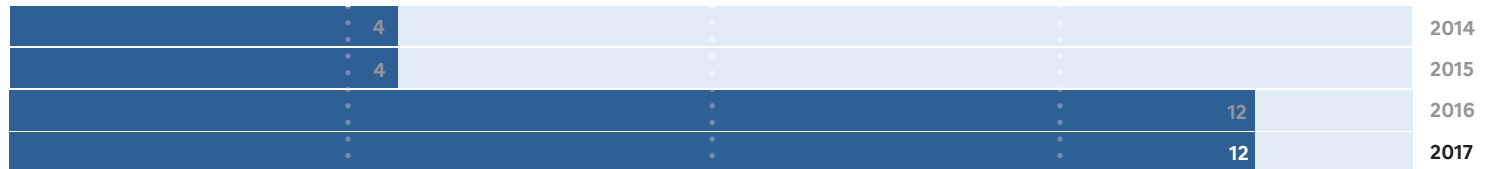
Stage Wins



Crucially, the speed was there at the top end with the i20 Coupe WRC and we recorded almost double the amount of stage wins year-on-year.



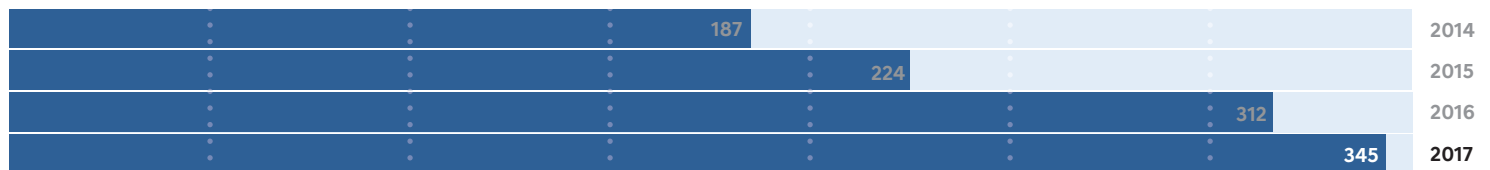
Podiums



We were up against new cars and talented drivers but we held our own to take silverware home 12 times.



Manufacturer Points



Our two teams were merged into one for the 2017 season under new rules. All three cars were part of the same team and just the top two finishers scored points for Hyundai Motorsport at each event.

Growing Fanbase



• On Facebook we welcomed another 2.4 million fans to our team, more than doubling our total from the end of 2016 to 4.45 million.



• Our Instagram followers grew from 61,000 to nearly 100,000 throughout 2017.



• Over on Twitter, our loyal tweet followers rose from 47,000 to nearly 58,600.



• Finally, on YouTube people watched our Hyundai Motorsport channel videos a total of 3.56 million times and 15,000 subscribers saw new content as it was published.

Timeline of key events



Official announcement of Hyundai's return to WRC at Paris Motor Show.

2012-13



First shakedown and first test with the i20 WRC.



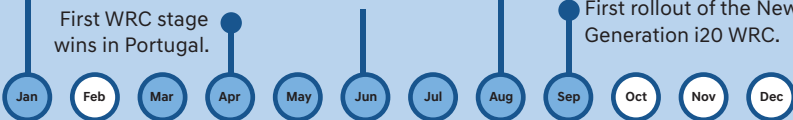
Hyundai Motorsport Opening Ceremony.

Official launch of Hyundai Shell World Rally Team.



First Rally Monte-Carlo.

2014



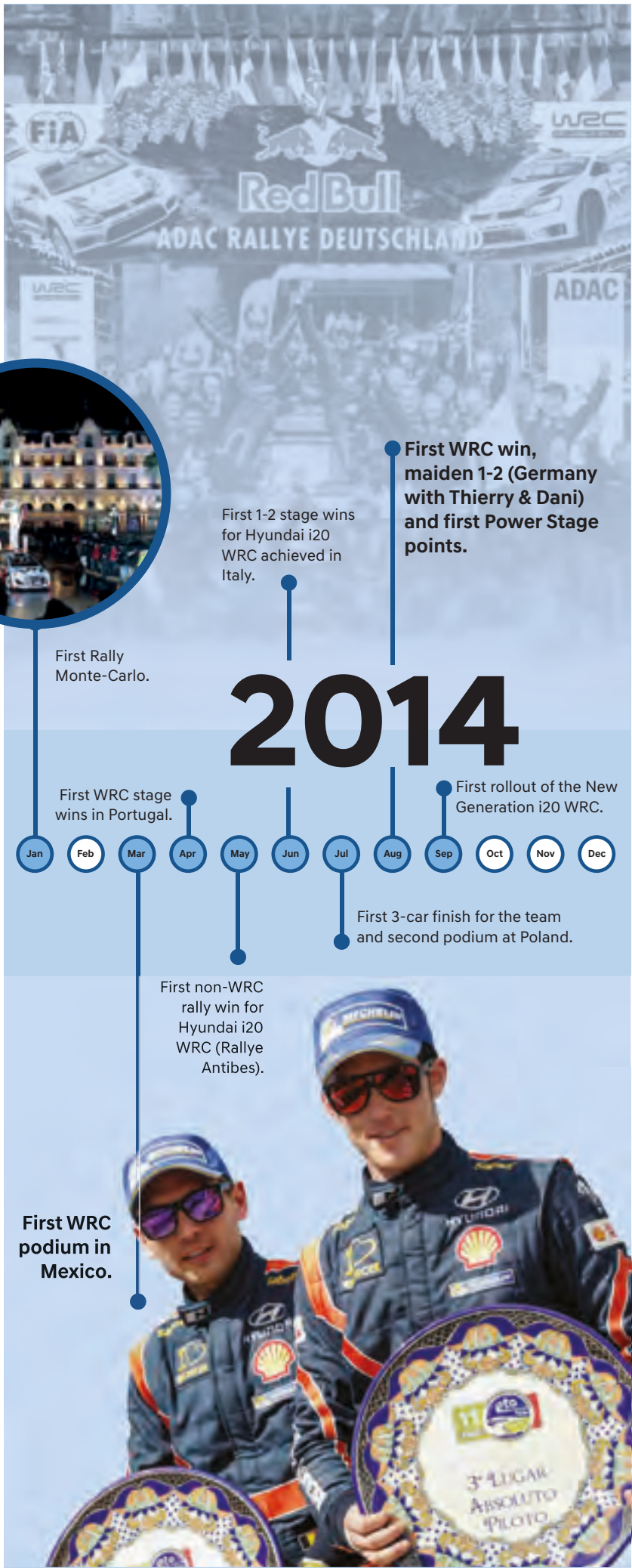
First WRC stage wins in Portugal.

First rollout of the New Generation i20 WRC.

First non-WRC rally win for Hyundai i20 WRC (Rallye Antibes).

First 3-car finish for the team and second podium at Poland.

First WRC podium in Mexico.



First 1-2 stage wins for Hyundai i20 WRC achieved in Italy.

First WRC win, maiden 1-2 (Germany with Thierry & Dani) and first Power Stage points.





First stage wins and podium of 2015 with 2nd in Rally Sweden for Thierry.

2015

Home podium for Dani, 3rd in Spain.

Jan Feb Mar Apr May Jun Jul Aug Sep Oct Nov Dec

Start of second season in WRC.

Stage wins in Mexico, Argentina and Portugal.

Led Rally Australia and took five stage wins.

Double podium with 2nd and 3rd in Italy for Hayden and Thierry.



NG i20 R5 made its debut at Tour de Corse.

3rd place in Rally Monte-Carlo secured a debut podium for the NG i20 WRC.

Thierry secured second in Drivers' Championship with fifth consecutive podium finish.

2016

Jan Feb Mar Apr May Jun Jul Aug Sep Oct Nov Dec

Hayden & John took their first WRC win in Argentina.

New Generation i20 R5 car launched at Rally Ypres.

Thierry wins in Italy.

Rally GB podium confirmed second place in Manufacturers' Championship.



Germany saw the first of two double podium finishes with Dani in 2nd and Thierry 3rd.



2017



Double podium
in Portugal with
Thierry & Dani's 2-3.

More podium
success in Italy.

Jan

At the first event with
the i20 Coupe WRC,
Thierry & Nicolas led
for 12 stages and won
the Power Stage at
Monte-Carlo.

Feb

Mar

3rd place in Mexico
secured our first
podium of the year.

Apr

The first podium was
followed closely by two wins
in Corsica and Argentina for
Thierry & Nicolas.

May

Jun





The Hyundai i30 N performance model is launched to the public.

Thierry took the lead of the Drivers' Championship for the first time.

Thierry & Nicolas finish 2nd in Wales, but the championship went to Seb Ogier and M-Sport after an exciting season-long battle. Meanwhile, Andreas & Anders finish 4th in only their second event for our team.

Andreas Mikkelsen signed to join our WRC team line-up from Spain.

Jul

Aug

Sep

Oct

Nov

Dec

After a challenging selection process, young Finn Jari Huttunen was chosen as the new HMDP driver for 2018.

Thierry & Hayden clinched a spectacular 1-2 result in Poland.

i30 N TCR extensively tested alongside 24H Misano endurance race.



Thierry & Nicolas win their fourth rally of the year, with Hayden & Seb's third place making it another double podium at the final event in Australia.

Customers competing in New Generation i20 R5 cars win multiple titles across Europe.

i30 N TCR completes third successful race outings in Dubai.

i30 N TCR won its first race on debut in the TCR International Series in China at the hands of test and development driver Gabriele Tarquini from 13th on the grid.



Official partners

Title sponsors



SHELL

Shell is an innovation-driven global group of energy and petrochemical companies with its headquarters in The Hague, the Netherlands.

The partnership between Shell and Hyundai started initially with a Global Partnership Agreement in 2005 and was followed shortly after by a Global Aftermarket agreement. Since then the relationship between these two giants of industry has gone from strength to strength and is now active in over 70 countries worldwide. So when Hyundai Motorsport announced its return to the FIA World Rally Championship as a manufacturer, Shell joined them as technical partner and title sponsor.

The World Rally Championship provides the ideal environment to showcase the quality of Shell Helix Ultra with PurePlus Technology. Not only does the championship travel to 13 countries and provide a global platform to showcase the performance of Shell products, it also challenges the cars to compete in some of the most extreme environments on the planet, asking the Hyundai i20 Coupe WRC to perform on everything from snow and ice to gravel and asphalt in temperatures ranging from -30°C to +40°C. Due to the conditions that the car is put through, using reliable products that lubricate and protect the engine without a loss in power or performance is vital to the team's results and the Shell Helix Ultra that the team is provided with is formulated to minimise friction and combat engine wear.

The Hyundai Motorsport technicians and engineering team work closely with the Shell scientists on their oil requirements for use in competition, testing and development, benefitting from Shell's experience and unrivalled research. The progress since the team started is evident and with the introduction of Shell Helix Ultra motor oil with PurePlus Technology, Shell has helped Hyundai Motorsport develop an extra 1.5 horsepower, representing an average of six seconds advantage at the end of each rally.



HYUNDAI MOBIS

Hyundai MOBIS (short for Mobile and System), was founded in 1977 as Hyundai Precision & Industries Corporation. In 2000, changing the company name to Hyundai MOBIS, it acquired the aftersales parts business from both Hyundai-Kia Motors, and has since established itself as the sixth auto parts manufacturer in the world as of 2016. It is now involved in the assembly of modules, production of core parts, automotive electronics, and environment friendly parts, and supply the A/S parts of H/KMC. It possesses and manages some 241,000 parts for 223 car models. The company has a global network around the world including 28 manufacturing and 24 logistics sites, with five R&D strongholds and 25,000 employees over six continents.

Keeping step with the growing trend for 'smart cars', Hyundai MOBIS maintains competitiveness in the design and production of advanced electronic control systems and is also stepping up the development of parts for ASV (Advanced Safety Vehicles). Hyundai MOBIS will continue to carry out 'path breaking innovation' in each field of business to go Global Top Tier.

Premium sponsors

HYUNDAI STEEL

Since its initial establishment as an automobile manufacturer, Hyundai Motor Group has evolved into a leading global player in such areas as vehicles, materials, parts, finance, and logistics. Hyundai Steel, the backbone of the Group, has also grown, changing into a leading steel company through building of its own blast furnaces and integrated steelworks.

The completion of Hyundai Steel's fully integrated steelworks means that the Hyundai Motor Group has developed the world's very first full resource recycling business system, ranging from iron ore to finished vehicles to scrap steel and back again. The largest steel resources recycling company in South Korea, Hyundai Steel is enhancing its competitiveness in the world market even further through its stable blast and electric arc furnace operations.



HYUNDAI WIA

Hyundai WIA, established in 1976, is one of the world's leading automotive parts makers. The company also produces machine tools and has attained the biggest market share in South Korea since the year 2000. Other business areas include heavy machineries, defense products and aircraft parts.

Hyundai WIA has built the foundation for the global automotive industry by producing various car parts such as engines, modules, turbo chargers and CV joints and producing precision machine tools and FA liner. Also, the company is actively responding to the new trends in automotive development and creating a new industrial society through continuous research and development in other fields. Hyundai WIA is now evolving into a world-class corporation, armed with innovation and a determination to build a better future for all.



Official suppliers

MICHELIN

Hyundai Motorsport has chosen Michelin as its tyre partner to help it to achieve the ambitious objectives it has set itself in the FIA World Rally Championship. Hyundai returned to world class rallying in association with Michelin in 2014. Just six months later, the two partners claimed a landmark one-two finish at Rally Germany. The team continued with Michelin rubber with the new generation of 2017 world rally cars.



ALPINESTARS

Alpinestars is the world's premier motorsport protection, apparel and footwear company with headquarters and R&D facilities in Los Angeles and Italy. A global racing development program in every major motorsport series around the globe ensures that Alpinestars provides the highest quality, track-tested products, incorporating the latest construction technologies and performance benefits for Hyundai's drivers, co-drivers and team, alongside Alpinestars athletes in Formula 1, NASCAR, MotoGP and US Supercross - under the motto 'One Goal. One Vision.'



AMG

AMG International Events Suppliers is the company behind Hyundai Motorsport's impressive service and hospitality structure, the unit, which is used on all European rounds of the WRC season. AMG provides the design, assembly, dismantling, transport and on-site support required for each event. After two years of fruitful co-operation, AMG and Hyundai Motorsport decided to form an official technical partnership in 2016 with the strategic aim of maintaining the benchmark of service in world rallying.



SABELT

Since 1972, Sabelt has been synonymous with total safety in the car and racing world, as market leader in research, development and production of competition seat belts used around the globe. In addition, it has a complete range of driver products that are FIA homologated, including suits, helmets and gloves. Sabelt is the only company in Europe with its own high-spec laboratory capable of dynamic testing. Hyundai Motorsport's cars are fitted with Sabelt seats, harness and steering wheels.



Working partners

W RACING PROJECT - Event Catering

For 15 years, W Racing Project has been dedicated to hospitality success and satisfaction for its customers. It meets specific tailored needs at events such as WSBK, MotoGP, DTM and WRC that require the best quality organisation, logistics, catering and human resources. The W Racing Project's management of hospitality includes all aspects of guest care, with turnkey solutions that ensure high-level entertainment every time. In 2017, W Racing Project joined our select group of working partners to provide catering services at all events in the WRC season.

DAS PRODUKTIONSBURO - Giveaways and Accessories

Founded in 2002 in Offenbach, Germany, Das Produktionsbüro ('The Production Office') specialises in realising creative ideas for the international automotive industry. From small giveaways to special presents and customisation of clothing, the company searches for the best solutions for its customers. Since the beginning of our WRC preparations, Das Produktionsbüro has been a supplier for all materials needed in Marketing and PR. They design and produce items such as media booklets, pens and USB sticks for launches and presentations as well as posters and autograph cards for fans. Gifts for our hospitality guests are also provided through a range of sub-suppliers. Our team has also been equipped with special branded jeans, belts, shoes and tops by Das Produktionsbüro.

ESC - Hospitality Programme and Co-Drives

European Sport Communication (ESC) has been organising trips to the stages of the WRC, European Rally Championship and 24 Hours of Le Mans since 1999. As our official VIP hospitality supplier, ESC coordinated unique experiences for hundreds of corporate guests during the 2017 season which include some of the best viewing spots, local cuisine, helicopter tours and even "Co-Driving Experiences" on selected packages. After 17 years co-driving for Didier Auriol (1994 World Rally Champion, 18 WRC wins and three-time French Champion), Bernard Occelli decided to make use of all his experience and created ESC. The company is also a licensed travel agent (No.90582) for professionally-guaranteed trips.

SINE QUA NON - PR and Marketing

Sine Qua Non (SQN) is an integrated PR, sponsorship and marketing agency based in Henley-on-Thames, UK. Founded in 2001, it specialises in sport, technology and automotive, working with a number of global technology giants, automotive engineering innovators and leading clients in WRC, Formula One, MotoGP, WEC, and Formula E. Delivering consistent high-quality, engaging content and media, SQN lives up to its Latin translation: simply indispensable. From year zero, SQN has been on-hand to guide us in best practice PR, events management and marketing activities. It has reliably provided support for everything from promotion of the show car at the Geneva Motor Show to team launch events, and from rally-by-rally PR and social media to the development of team marketing materials.

TODO RACING SPORT - Event Logistics

Todo is a Spanish motorsport company based in Madrid. Since 2004, it has been dedicated to providing logistical and staff support at major competition events around the world, as well as aiding the development and maintenance of racing cars. Transport begins a week prior to each European rally after loading all team and guest VIP transport vehicles onto trucks. At the rally, Todo's staff of motorsport enthusiasts unloads all the cars for our team members and hospitality agency. They help with tasks around the clock, including undertaking arrival and departure transfers, assistance to the mechanics on cars and parts, security of our public area and general jobs on demand. After car loading and transport back to our Alzenau facility, they complete a comprehensive vehicle check before cleaning and refuelling ready for the next event.

VISUELLE WERBUNG - Graphics and Sign Writing

Founded in 1997 in Alzenau, Visuelle Werbung facilitates effective presentations of advertising messages. As a quality service company, they supply excellence in object labelling, digital printing and car wrapping with a fast, customer-oriented approach. Based close to our facilities, we selected Visuelle Werbung as a supplier at the very beginning of our WRC project. Their location and flexibility to assist at any time during the week or weekends to provide the best service made it an easy choice. With years of experience in car wrapping and foil productions, we place the sign writing of our cars, trucks and overseas hospitality equipment in their safe hands.





Customer Racing partners

TCR

Development partner

Throughout the testing phase of the Hyundai i30 N TCR, Italian squad BRC Racing Team supported Hyundai Motorsport's designers, engineers and mechanics. The experienced racing outfit assisted to develop the strongest possible package within TCR regulations. BRC also oversaw the running of the i30 N TCR at its first races in China, Italy and Dubai.



Key partners



Sabelt supply a wealth of equipment including race seats, FIA-certified seatbelts, the steering wheel and window safety net.



The i30 N TCR has a Hyundai Motorsport-branded brake system produced by Brembo, who also provided development support.



Goodridge supply high-strength motorsport hoses and adaptor components.



UK-based Life Racing provide electronic devices including ECU and dashboard display.



Every i30 N TCR sports bespoke wheels designed for Hyundai Motorsport by Braid.



Hyundai Motorsport fits Pagid brake pads as standard for all customers.

Suppliers



R5

Key partners

A crucial technical supplier to the New Generation i20 R5 project, Sabelt manufacture the high-quality steering wheel, seats and harnesses fitted to the car as standard.



Suppliers







Thank you all for your support

We would like to thank all of the Hyundai markets that were involved in our 2017 activities around the world. From WRC hospitality programmes to co-drives, special local events and media opportunities, we appreciate your continued commitment and support.

North America

Mexico
USA

South America

Argentina
Chile
Colombia
Uruguay

Asia and Africa

Middle East HQ

Europe

Austria
Belgium
Czech Republic
Finland
France
Germany
Italy
Latvia
Lithuania

Luxembourg
Netherlands
Norway
Poland
Portugal
Russia
Slovenia
Spain
Sweden
United Kingdom

**Follow the
next chapter
of our story in 2018...**









Thanks and acknowledgements to:

The entire Hyundai Motorsport staff for their input, belief, energy and enthusiasm;

Hyundai Motor Company and all local subsidiaries for their support at rallies around the world;

Our partners, sponsors and suppliers for their support and contributions;

Our fans for their strong belief and passion;

Our competitors for great battles, unforgettable moments and new challenges;

And everyone who has supported us along our journey.

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