



HYUNDAI
Motorsport



Yearbook Two
2015





Hyundai Motorsport
Yearbook Edition Two
2015







Contents

Foreword.....	08	Summer in Europe	
New Year, New Look, New Names.....	10	Rally Portugal.....	56
Drivers.....	12	Rally Italy.....	60
N Brand.....	14	Rally Poland.....	64
Marketing Features		Rally Finland.....	68
WRC Experience.....	16	Rally Germany.....	72
Promotions.....	22	Technical Features	
Sponsorship.....	28	Engine Development.....	76
Unique and Long Haul Events		Design Development.....	78
Rally Monte-Carlo.....	30	Reflections on Development.....	80
Rally Sweden.....	34	Livery Design.....	82
Rally Mexico.....	38	Autumn Classics	
Rally Argentina.....	42	Rally Australia.....	84
Operational Features		Rally France.....	88
Rally Rules.....	46	Rally Spain.....	92
Engineering Office.....	48	Rally Great Britain.....	96
Rally Support Crews.....	52	Statistics.....	100
Driver Lifestyle.....	54	Timeline.....	102
		Official Partners.....	104

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Foreword

Gyoo-Heon Choi, President



In just two seasons of learning, development and teamwork, we have established ourselves as an integral part of both the FIA World Rally Championship and Hyundai's global family.

The WRC programme is an important initiative for Hyundai Motor Company. It acts as a global sales and marketing platform, enhancing our image and demonstrating not only our engineering excellence but also the dynamism, passion and values of our company.

There have been developments on and off the rally stages. N, which has been featured on our Hyundai i20 WRC for two seasons, has been launched as a performance brand with a new motorsport-inspired model – products born from our collaboration with Hyundai Motor Namyang R&D and the experience gained from competition.

It has been another great year and we are excited to see what the future brings. I hope you enjoy this instalment of our Hyundai Motorsport story.

Michel Nandan, Team Principal



In 2015, we aimed to consolidate our season-long performance, building on the experience from our first year, as we developed strength in depth within the team.

Some of the most thrilling battles in the 2015 FIA World Rally Championship featured our very own Hyundai crews. The Hyundai i20 WRC has proven itself in the capable hands of our four team drivers, showing podium potential on nearly every event.

Our stalwarts Thierry Neuville and Dani Sordo were a constant, reliable source of experience and speed, testing the limits of their cars on each event. Fostering new driver talents in Hayden Paddon and Kevin Abbring has continued to be fruitful; everyone in the team has enjoyed watching them grow as both competitors and individuals.

But most importantly, I am proud to have seen our whole Hyundai Motorsport family become stronger and I think you will be too, as you read of their tireless work in the pages of this book.









New Year, New Look, New Names

Team announcements ahead of a new rally season are some of the most anticipated releases of the entire year. It was a great pleasure for us to welcome new partners into the team ahead of the first round in Monte-Carlo as well as unveil our 2015 driver line-up, Hyundai i20 WRC livery and completely new team uniform.

Our successes in 2014 were well-supported by Hyundai affiliates and subsidiaries, which led to new partnerships with automotive parts company Hyundai Mobis, parts manufacturer Hyundai WIA and Hyundai Steel. Respected apparel company Alpinestars also joined our official suppliers roster.

However, the announcements discussed most eagerly are always the driver and co-driver appointments. Belgians Thierry Neuville and Nicolas Gilsoul continued their multi-year agreement and experienced Spaniards Dani Sordo and Marc Martí signed a new two-year agreement.

It was revealed that Kiwi Hayden Paddon, with experienced co-driver and fellow New Zealander John Kennard, would take part in a heightened campaign.

Dutchman Kevin Abbring and British co-driver Seb Marshall were initially announced as an official test crew after gaining exposure in the European Rally Championship. Their role was extended to include a last-minute substitution into Rally Sweden and four more rallies throughout the year.

This consolidation of driver talent was also met with excitement in the announcement of a four-car line-up in four events: Poland, Germany, France and Great Britain – an ambitious but welcome challenge for our evolving team.

Drivers



In 2015, we chose a strong international line-up of crews to campaign in the WRC for Hyundai Motorsport. With experienced drivers Thierry and Dani, and new talents in Hayden and Kevin, we believe our choices offered the best combination of proven, all-round youth, experience, speed and consistency.

The main manufacturer team entry was under the title of Hyundai Shell World Rally Team with additional third and fourth cars

deployed on selected events under the Hyundai Mobis World Rally Team name.

“While Thierry and Dani continue to rally for the Hyundai Shell World Rally Team in 2015,” said Team Principal Michel Nandan, “the second team allows some of world rally’s rising stars the chance to showcase their talent on a competitive stage. This is something we as a WRC manufacturer take very seriously.”



Thierry Neuville (Belgium)

Co-driver: Nicolas Gilsoul (Belgium)

- Born: 16 June 1988
- Speaks: German, French and English
- WRC Career Highlights:
 - 1 win
 - 12 podiums
 - 49 stage wins
 - 1st, Rally Germany 2014
 - 2013 WRC vice-champion



Dani Sordo (Spain)

Co-driver: Marc Martí (Spain)

- Born: 2 May 1983
- Speaks: Spanish, French and English
- WRC Career Highlights:
 - 1 win
 - 38 podiums
 - 148 stage wins
 - 1st, Rally Germany 2013
 - One of the most experienced drivers competing in the WRC with over 100 starts
 - 2005 Junior World Rally Champion



Hayden Paddon (New Zealand)

Co-driver: John Kennard (New Zealand)

- Born: 20 April 1987
- Speaks: English
- WRC Career Highlights:
 - 1 podium
 - 8 stage wins
 - 2nd, Rally Italy 2015
 - 2011 Production World Rally Champion



Kevin Abbring (Netherlands)

Co-driver: Seb Marshall (United Kingdom)

- Born: 20 January 1989
- Speaks: Dutch, German and English
- WRC Career Highlights:
 - 11th, Rally Sweden and Rally Germany 2015
 - FIA Institute Driver of the Year 2011
 - Youngest driver to win a JWRC round (2009)



N Brand



In late September 2015, at the Frankfurt Motorshow, Hyundai introduced N for the first time as a performance brand for the future.

The foundation of N is the tight connection between Namyang, the heart of Hyundai Motor's global R&D network, and the Nürburgring. As one of the world's most challenging race tracks, it is the perfect place to hone N's high-performance technologies in a controlled environment. Both locations play a crucial role in developing, testing and perfecting the responsive handling and vigorous acceleration needed to characterise future N products.

The curved lines in the N logo represent the corners of a race track where cars are pushed to the limit - namely, the chicane where the technical skills of the driver and balance of the car are rigorously tested.

Of course, it wasn't the first time we talked about N, and each Hyundai i20 WRC has sported the N symbol since we first unveiled the WRC livery in late 2013. But it was the first time N has been linked with performance cars that will be available for public purchase.

Fans now have a tangible link between our i20 WRC cars they see tackling stages around the world and the cars they can drive at home.

N is based on three key principles:

Motorsport-inspired Technology

Every N performance model originates from motorsport competition, including our WRC programme. Technology developed at the pinnacle of rallying enables us to deliver instant responses to a driver's intention in their cars at home.

Balanced Performance

Increasing power without harmony is not our goal. Just like in each Hyundai i20 WRC, every single part has a crucial role in making Hyundai's road-going cars nimble. From Monte-Carlo to Australia and beyond, we have amassed the experience to deliver truly harmonised performance for everyone.

Emotional Delight

The highlight of driving a high-performance car is the moment of emotional delight. Every single N detail is made to maximise enjoyment. It is this reason that also underpins our passionate involvement in rallying; by working as a team we derive enjoyment from competition and progress during every WRC event.



WRC Experience







Hospitality

Hyundai Motorsport offers once-in-a-lifetime rally hospitality experiences, enabling fans to have unprecedented access to each event. To be involved stage-side as the cars speed by, ride in helicopters from location to location, meet our drivers, co-drivers and team, and be immersed in the full rally event – it was all part of the 2015 Hyundai Motorsport hospitality experience.

Each round of the WRC takes place in a remarkable part of the world with individual cultures and characteristics that we showed off in addition to the rallying experience. Germany was popular due to its status as our home event, while Spain offered the last European sunshine of the season, south of the vibrant city of Barcelona. Every location had its own special beauty that we celebrated with our guests.

The Guests

With guests from all over the world, many visiting new regions for the first time, we shared their excitement and enjoyment of both rallying and discovering new places. Whether journalists, corporate partners or competition winners, we were pleased to welcome everyone as another member of our tightknit team.

There were some new to rallying, and we enjoyed introducing them to our sport. Others were acquainted with motorsport or rallying to some degree and were excited to see how we operate. They were all given the opportunity to watch our mechanics perform their magic close-up from our hospitality unit balcony, while others were particularly thrilled to meet with Thierry, Dani, Hayden or Kevin.

✓ The Hyundai Motorsport marketing team.





Thierry poses for a photo with hospitality guests.





- Guests watch over the Hyundai Motorsport mechanics in our hospitality unit.
- Dani and Hayden smile as they take pictures with a fan.





✓ An excited fan sits in for a co-drive with Dani.

Catering for All

We provided stage visits, unprecedented team access and VIP catering service for every guest and this contributed to an experience that was received warmly by all in 2015.

For that extra-special visit we also offered options ranging from co-drive experiences or helicopter stage viewing to local cultural activities depending on the location.

Co-drive

In another new move for 2015, we offered limited opportunities for guests to experience a co-drive in a Hyundai i20 WRC car with one of our team's drivers. This was a really popular new initiative for small groups of lucky guests during selected European WRC rounds.

Satisfaction

We ensure guest satisfaction is always high through a constant feedback chain to tune the experience to exceed tastes and expectations.

In 2015, we increased our average feedback rating from 82% to 89%, an incremental improvement that we hope to build on. Guest opinions on catering, service, rally immersion and additional attractions are all valued factors we address in continuing to provide the perfect experience.



Promotions





Fans and Emotion

While it's difficult to pinpoint Hyundai Motorsport's biggest fan, we know that our supporters come from four distinct groups – those who follow our drivers specifically, fans of motorsport in general, Hyundai owners and, last but not least, the global family of Hyundai Motor Company.

We foster stronger relationships with the team and, ultimately, brand allegiance for Hyundai Motor Company when these fans are able to experience rallying first-hand with us. By working with the Hyundai markets around the world, we are able to invite loyal customers or those active in supporting us via social media to join our on-event rally programmes.

The emotion that comes from experiencing rallying with the team, cheering for our heroes and getting close to the action – this is what creates the biggest excitement.



✓ Our Shout-O-Meter proved a popular attraction.

Service Park Promo Booth

New for 2015, we established the N-branded promotional booth alongside our main unit in service parks around the world. This provided a great chance for fans and visitors at each rally to get up close and personal with Hyundai Motorsport.

This is a further development of an all-round brand experience following on from our two-level service unit, a first for WRC teams. It's a great chance for more people to learn about the N brand, creating awareness and interest through the emotion of rallying.

With a large open set-up at European events, there were plenty of activities for both children and adults including:

- Shout-O-Meter - Make the most noise within the cones to power slot cars around a tricky tabletop course
- Virtual Photo - Photo booth with custom backgrounds put fans in the picture as their favourite driver
- Snap N Grab - Hyundai helpers walk around the service park shooting photographs with fans which they can pick up at the booth
- 4D Co-Drive - Exciting WRC car simulator experience
- VR+ - Immersive 3D video, game and co-drive content which shows off Virtual Reality capability with our headsets
- N-Race - Hyundai's own iPad game
- Displays and Hyundai cars.





^ A fan enjoys our fully-immersive virtual reality co-drive experience.



Our Snap N Grab helps out and about to photograph fans.

A Global Fan Club

While we have no formal fan club yet, we already consider each of our passionate followers to make up an unofficial fan club that has hundreds of thousands of members. Hyundai Motorsport is always educating those new to the sport, those visiting our promotional booths or attending rallies local to their area. It is all about the sharing of knowledge and the enjoyment of rallying.

One entertaining part of having such enthusiastic fans is hearing their requests. Some can be difficult, while some are entirely impossible! No one is turned away, as rather we tend to say: “How can we meet your wish from a different angle?”

By thinking in this manner, we are often able to fulfil the most unusual fan requests – it’s just another part of satisfying our valued global community!





< Digital Engagement

As part of our regular social media updates and engagement with fans, we ran regular competitions in 2015 including this one to submit a slogan for each driver (left). Fans from over 30 countries came up with these prior to Rally Great Britain and a fan from New Zealand was selected as the overall winner to fly to the event.

Runner-up prizes included copies of the Hyundai Motorsport 2013-2014 Yearbook and remote-control i20 WRC cars.



Sponsorship

We prefer to refer to our sponsors as Partners as working together is how we progress. The balance of any partnership may vary, from commercial grounds to expertise in specific technical areas, but in all situations it is about teamwork.

As Collaboration is one of Hyundai Motor's Core Values, we take it very seriously. Sometimes partnerships are straightforward, other times a puzzle – but it is always a beneficial venture designed to help both parties to grow.

Partnership with Hyundai Motorsport opens avenues in brand exposure, hospitality, media leverage and market expansion. In addition to our celebrated hospitality opportunities, our partners have access to a variety of motorsport marketing tools such as show cars for special events, participation in co-drive events and organisation of joint media promotions.

Shell, for example, actively uses our motorsport merchandise for their internal incentive programmes as well as building relationships within the Hyundai commercial network. Shell has also distributed our motorsport merchandise range through its network so that associates, fans and their families can feel like part of the team.

Evolution of Sponsorship

Developments in our sponsorship approach have been successfully implemented throughout our second season. While our first year was one of learning and adjustment, we are pleased to have completed a full review, progressed and refined each Hyundai Motorsport sponsorship offering throughout 2015 to the benefit of each of our partners.

It is not necessarily about how much we can deliver to sponsors, but how we do it and in what innovative ways. The aim for 2015 was to improve current partner tools and platforms, and to be more flexible.

For example, Shell's internal policy does not permit guests to fly in helicopters, so guests attending from Shell are unable to take part in that aspect of our hospitality programme.

Together with our hospitality agency, ESC, we discovered new ways to improve their experience and surpass this inaccessibility with local culture activities, unprecedented VIP access to the team and even co-drive experiences.

A similar approach applied to cooperation with our partners; if there was a problem we did not bow to it but rather worked together to find a new, superior solution. In future seasons, the team will continue to build on our relationships with partners and we are excited to show what we have in store.








 **Location:** Gap and Monaco

 **Date:** 22–25 January

 **Stages:** 14

 **Distance:** 335.55 Kilometres

 **Surface:** Asphalt

 **Result:**
5th #7 Thierry Neuville / Nicolas Gilsoul
(Hyundai Shell World Rally Team)

6th #8 Dani Sordo / Marc Marti
(Hyundai Shell World Rally Team)

★ **Highlights:**
Both cars finished in the top six
Three top-three stage times



Round 1

Rally Monte-Carlo



The Casino de Monte-Carlo was once again the stunning backdrop for the start of the World Rally Championship. A glitzy night-time ceremonial rally start signaled the time for Hyundai Motorsport to roll the dice.

This rally always offers a lottery of changing conditions and tyre compromises. And just like at the Casino, some luck is always welcome. A return to the famous Principality heralded the beginning of the 2015 season and, this time around, both cars completed the event in the top six.

An unpredictable rally at the best of times, this edition was particularly arduous with icy, snowy, slippery and muddy conditions across the four days of competition. Three new stages in the Hautes Alpes and Isère

regions, north of Gap, challenged our crews. Then, the classic tests of Cistern, the 51.70km Lardier et Valença-Faye and the final Alpes Maritimes mountain runs above Monaco with the legendary Col de Turini.

Thierry finished Monte in style, jumping in front of teammate Dani on the final Power Stage to take fifth place by just 0.8 seconds.

“After the disappointment of last season at Monte-Carlo I started very carefully,” Thierry said. “We knew something happens every day on this rally, and didn’t want to be in that group. Towards the end, when the conditions got better and I felt more comfortable, I decided to push and try to catch Dani. It wasn’t easy but we managed.”

Dani had a tricky moment on a corner on the first dark stage on Friday night, but together with co-driver Marc Martí was able to push the car back onto the road and continue. Had they not lost a minute here, they might have been on the podium.

“Our target was to reach the end of the rally with both cars, and we achieved that for the team,” Dani said. “The battle with Thierry was incredibly close but he was faster in the final two stages, so well done to him. We have shown some good pace and start this season in a much more positive way than last year.”





^ Fans brave the cold for autographs at the Service Park in Gap, France.



^ Very VIP Rides

The glitz and glamour of Monte-Carlo would be nothing if not for its famous residents, some of whom visited the Casino for a quick spin in our i20 WRCs with Thierry and Dani. International media figures included 2010 World Champion cyclist Thor Hushovd (above).







Location: Hagfors



Date: 12-15 February



Stages: 21



Distance: 308.00 Kilometres



Surface: Snow



Result:

2nd #7 Thierry Neuville / Nicolas Gilsoul
(Hyundai Shell World Rally Team)

5th #8 Hayden Paddon / John Kennard
(Hyundai Shell World Rally Team)

11th #20 Kevin Abbring / Seb Marshall
(Hyundai Mobis World Rally Team)

★ **Highlights:**

Three stage wins

All three cars finished

Colin's Crest Award for Thierry

Round 2

Rally Sweden

- ✓ Hayden with long-time partner Katie, who can often be found in the Hyundai team unit with a phone, laptop or camera in hand, filming clips and posting updates for Hayden's passionate fans in New Zealand.



When it comes to rallying, you must be prepared for anything – just ask Kevin Abbring. When Dani was ruled out of Rally Sweden after breaking his ribs in a mountain biking accident while training, our newest crew of Kevin and co-driver Seb Marshall were drafted in to take control of car #20. Hayden Paddon and co-driver John Kennard were bumped up to car #8 in the Hyundai Shell World Rally Team.

None of the last-minute shuffling phased Thierry and Nicolas, however, who drove solidly to reach the podium on the final day. As the other top teams faltered and lost time in Sweden's tricky snow banks, Thierry kept pace to collect three stage wins and eight top-three stage times on his way to second place overall.

"It's a good feeling to have achieved something special for us and for the team," said Thierry. "We did our maximum from the

beginning to the end – going flat-out, trying to avoid mistakes. I think I lost maybe just 15 seconds during the weekend. That helped us and meant we were able to fight for the victory."

Hayden launched a successful start to his season with a career-best fifth place, despite the first-day struggle of adjusting to the set-up of Dani's car. Along with Thierry, he was one of few top drivers to avoid time-consuming mistakes over the event.

"It's the perfect start to the year," Hayden acknowledged. "We couldn't have hoped for more. We kept our noses clean and didn't get stuck in any snow banks. When we get our own settings in the car we can be a lot quicker."

Kevin and Seb, who finished 11th on their debut, were rewriting pace notes during the entire event – a huge skill in itself – as they

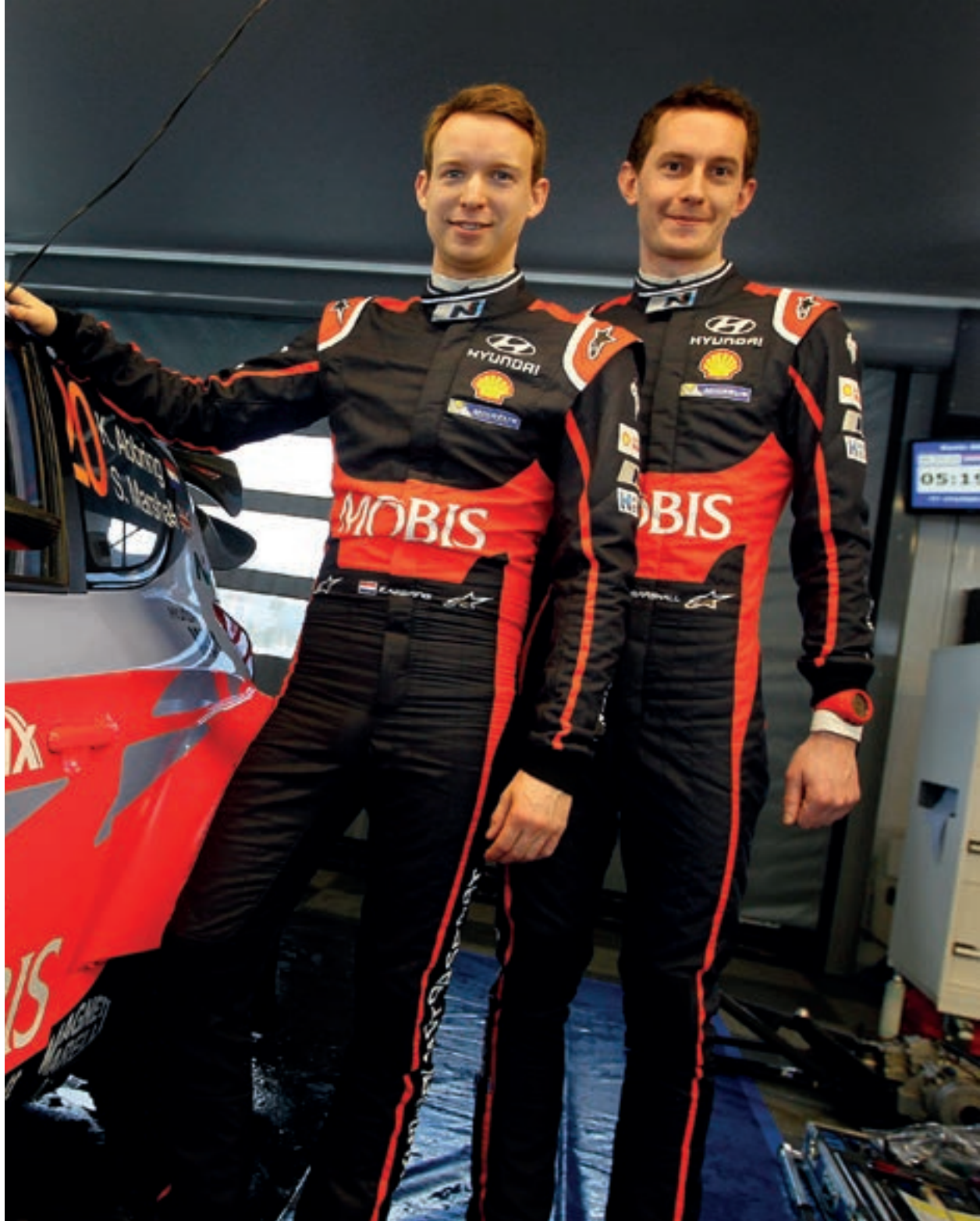
adjusted to the speed of the i20 WRC above the 70kph reconnaissance speed.

"When you consider we were starting from the beginning with no experience in a World Rally Car and no experience on snow, I think we should be very pleased," Kevin said. "These were the most productive kilometres of my life."

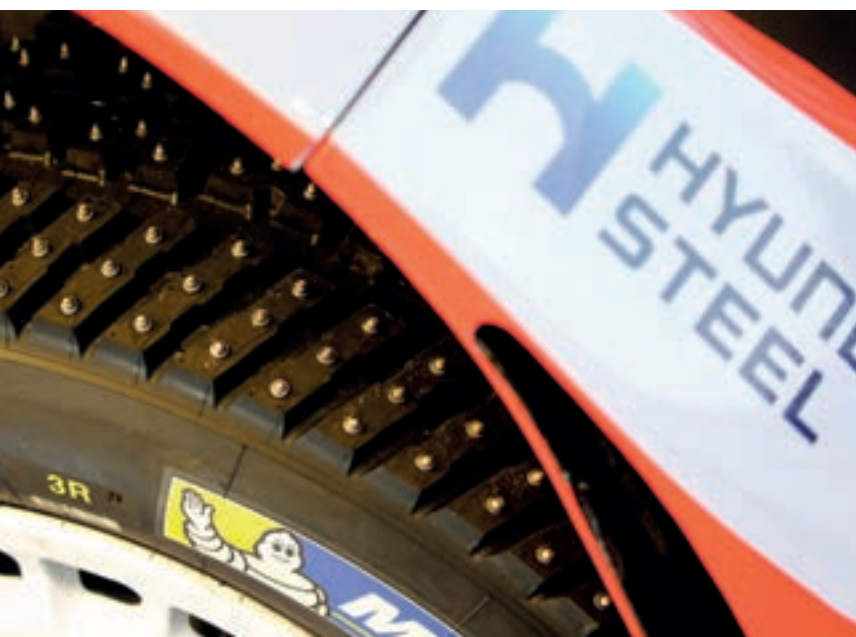
"I found that, when you are doing recce at 70kph and not feeling the potential speed, it's really hard to make decent pace notes. That, combined with driving the car for the first time, was more difficult than the snow!"



Thierry enjoys the champagne spoils of his second place podium with the crowd!



For the second year in a row, a Hyundai i20 WRC achieved the longest jump on Saturday's Vargåsen stage. The Colin's Crest Award, named in honour of 1995 World Champion Colin McRae, was given to Thierry and Nicolas after recording a monster 44-metre jump. "The landing was actually quite nice," Thierry said, "but I had some trouble in the corner afterwards, where I was maybe a little too fast! I think it was a great show and people seemed to love it."





Location: León



Date: 5–8 March



Stages: 21



Distance: 394.21 Kilometres



Surface: Gravel



Result:

5th #8 Dani Sordo / Marc Martí
(Hyundai Shell World Rally Team)

8th #7 Thierry Neuville / Nicolas Gilsoul
(Hyundai Shell World Rally Team)

17th #20 Hayden Paddon / John Kennard
(Hyundai Mobis World Rally Team)



Highlights:

Four stage wins

Total of ten top-three stage times

Thierry fastest on Power Stage





Round 3

Rally Mexico

WRC drivers are a resilient breed. How else could one spend four and a half hours at their physical and mental limit over nearly 400km of special stages in some of the season's harshest conditions when freshly recovered from broken ribs?

But those concerned with how Dani would hold up on Mexico's mountain tracks need not have worried. Apart from some pain during Sunday's huge 55.82km Guanajuato stage, Dani completed a faultless drive alongside Marc to finish in fifth. The Spanish duo lost time on Friday with gearbox problems and on Saturday with a puncture, but a stage win and four further top-three stage times throughout the weekend were good indicators of their capability.

"I really enjoyed being back with the team," Dani said. "I felt at ease with the car and the performance was competitive on most of the stages. We were able to set some good times, including a stage win on Saturday. We had a few issues to contend with along the way, but it is quite normal in this tough rally."

Thierry firmly stamped his mark atop the standings on the opening day with two stage wins from the outset. A roll on Friday afternoon put the #7 on the backfoot, but he and Nicolas fought back to claim eighth overall and a bonus championship point on the Power Stage.

"The car is competitive and it was a shame the roll we had on Friday prevented us from capitalising on that," said Thierry.

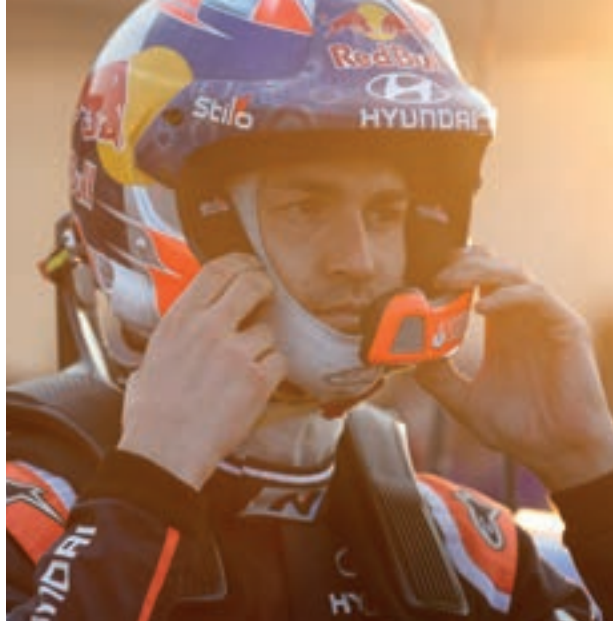
It was a challenging weekend for Hayden, too. After sustaining damaged suspension on the #20 from hitting a bank, he was forced to sweep gravel first on the road on Saturday. Hayden and co-driver John discovered a valuable new learning tool, though. By using the online WRC+ video service, they analysed direct comparison on-board footage of the top cars to work out just where they were losing time.

"The performance of the Hyundai i20 WRC met our expectations for this event," said Team Principal Michel Nandan, who applauded our step forward in just the third event of the season. "The high altitude can really affect the car's behaviour and I am satisfied that our hard work in this area paid off. We have a lot to be happy with, and a lot still to work on."



> The historical city of Guanajuato hosted the rally start celebration.





✓ Thursday night's Super Special Stage featured underground roads from Guanajuato's mining days. The city became a World Heritage Site in 1988.





Location: Villa Carlos Paz



Date: 23–26 April



Stages: 12



Distance: 315.86 Kilometres



Surface: Gravel



Result:

5th #8 Dani Sordo / Marc Martí
(Hyundai Shell World Rally Team)

16th #20 Hayden Paddon / John Kennard
(Hyundai Mobis World Rally Team)

DNF #7 Thierry Neuville / Nicolas Gilsoul
(Hyundai Shell World Rally Team)



Highlights:

Six top-three stage times

Dani claims Power Stage points



Round 4

Rally Argentina





✓ High-altitude stages like this one in Argentina pushed our Hyundai i20 WRCs' engines to the limit.

Even the best-laid plans can go awry, especially true in rallying events that feature four monster tests of man and machine each over 40km in length. Based in the country's Cordoba province, with stages traversing the open Punily Valley plains through to the Traslasierra mountain roads, Rally Argentina was the second Latin American challenge in a row for the WRC and the last long-haul event before Australia, held in the autumn.

The moonlike landscape of the El Cóndor stage caught out some of the championship's top runners, including one of our own. Thierry's climb back to fourth place after a puncture on Friday morning was cut short when he collided with a rock on the day's final stage, ricocheting across the road on live broadcast. The collision ripped the rear

left wheel from the car and ruled Thierry and Nicolas out of the final standings in the team's first retirement of the season.

Hayden, similarly, had what can only be described as a character-building weekend, after a heady knock on Friday morning just 300 metres into the opening stage broke the #20's gearbox mount. Restarting on Saturday after sustaining further damage to the exhaust, he set some quick times on the opening stages but retired after a frightening accident on a third stage jump bounced his car off the road.

Contesting Rally Argentina for the ninth time in his WRC career, Dani demonstrated his vast experience and maturity by setting a solid second-fastest time on the colossal 51.99km Ascochinga stage.

He won Friday's Super Special Stage and set a further three second-fastest stage times, but power steering issues and an electrical problem forced him to miss Saturday's final stage. Second place on the Power Stage awarded the Spanish crew an extra two Drivers' and Co-drivers' Championship points.

"It was a very tough event for everyone so I am pleased we could finish with some good points," Dani said. "After the disappointment of finishing early on Saturday, we were back on the pace in the two El Cóndor stages, finishing second on both runs. That allowed us to pick up some Power Stage points as well, which was a nice bonus! The team has done a great job this weekend."



Autograph Sessions

WRC's dedicated fans are what drive the sport and Rally Argentina draws some of the world's most enthusiastic. Each round of the championship features an autograph session prior to the official rally start, where fans can get up close and personal with their favourite drivers and co-drivers, as seen here with Dani (above) and Nicolas (right).

It's a chance for crews to give something back by signing our own Hyundai autograph cards or clothing, photos and posters for fans willing to wait in some of motorsport's roughest conditions just to catch a glimpse of their WRC stars as they roar past.



Rally Rules

^ Marc fills out his and Dani's time card during Rally Australia.

The FIA World Rally Championship, as we know it now, was established in 1973 and is widely regarded as the most challenging motorsport championship in the world. But the concept of rallying itself remains similar from WRC right down to regional and club events.

Whether on ice, snow, gravel, tarmac or a combination of all four, the rules of rallying remain consistent across each event. Typically, a WRC round features three days of competition opened by a ceremonial start on Thursday evening and concludes with a podium for those who finish in the top-three on Sunday afternoon.

Each car crew consists of two people, a driver and a co-driver, who work together to complete each Special Stage (or stage for short) as quickly as possible. A whole rally is made up of a number of stages, each a portion of challenging closed public road, and the crew with the lowest cumulative time from all of these stages is declared the winner. Since 2011, the final stage (Power Stage) of each rally also includes the chance to win extra championship points for the fastest three drivers on that single test.

In the WRC, drivers and co-drivers have the opportunity to drive each stage twice at normal legal road speeds in Reconnaissance

(also known as recce) to learn the route and write their own pacenotes before the rally. Drivers will establish the degree and direction of each corner, dictating detailed notes to their co-driver during each recce pass.

But that's not all – between the stages crews are given set times to be ready to 'clock in' for each stage. These times are generous to allow for traffic and other conditions that drivers may meet on the open, public roads, where they must abide by normal road rules. The co-driver manages a time card, dictating when they must clock in to each time control or check point. If the crew is late or early at any time control, they will incur time



✓ A furry local overlooks a flying finish board in Australia, where the timing stops at the end of a stage.



✓ Our Service Park is often based in a central location, like this one by the harbour in Alghero, Sardinia, for Rally Italy.

penalties, which will be added to their overall cumulative time and can affect their chances of victory.

At various points throughout each day of rallying, the driver and co-driver return to a central Service Park location where the team is based to perform repairs on the car. This is also timed, and our mechanics can perform miracles during these 15, 30 or 45-minute services, in which almost every component in the car can be changed or fixed.

Because of all these elements, rallying is in its purest form one of the most collaborative and teamwork-focused sports in the world. These values are one of the reasons why Hyundai chose to compete in the WRC.

Championship Points

Points are awarded based on a top-ten finish in the WRC for each of the three championship categories at the top level. Drivers' and Co-Drivers' Championships are awarded to the crew that amasses the most points over the duration of a season, while the Manufacturers' Championship is awarded to the two-car team whose results also amass the most points.

Both championships require teamwork within the car and within the team to finish as high as possible in the overall classification of each event.

Overall Position	1st	2nd	3rd	4th	5th	6th	7th	8th	9th	10th
Points	25	18	15	12	10	8	6	4	2	1

Power Stage Points

Allocated to Drivers' and Co-Drivers' Championship standings only, the Power Stage gives the opportunity for drivers to push for extra points to bolster their title chances.

Stage Position	1st	2nd	3rd
Points	3	2	1

Engineering Office



AI Shell
ALLY TEAM

HYUNDAI Shell
WORLD RALLY TEAM



✓ Our team hard at work inside the Engineering Office – also known as Rally Control – where they keep track of each Hyundai i20 WRC crew throughout the stages of each rally.





Rally Support Crews





The weather and the stages are changeable, so we try to stay one step ahead.

Our weather crews are skilled in the art of predicting weather and road conditions, so that each engineer can make the best decision on one of the most important choices of any rally: tyres from our official supplier Michelin.

Planning takes place in the months before and during recce, when the weather team checks all the strategically-chosen points on the stages to make sure they are safe, reachable and have good mobile network signal to relay information back to the service park.

A long stage, such as a mountain pass in Corsica, may require up to four points and each person must be in place for both passes during the day. In order to get there, weather crews are often up very early: 3-4am wake-up calls are normal to access their points in time.

There's no chance to rest though, as they must report road conditions, temperature, weather conditions and other data as early as possible to give our engineers enough time to make their tyre choices for the morning service. The on-site logistics coordinator

collates the data ready for each rally crew's engineer.

While the stage is running, each point person records split times between the cars and texts them to Team Manager Alain Penasse, which forms an important backup to the WRC timing system. They also stay vigilant to report possible damage so the team can be prepared for service.

To be able to predict the unpredictable, each person is equipped with their trusty mobile phone, a stopwatch, compass, ruler and thermometer for measuring air and ground temperature.

Because the weather changes constantly in the mountains above Monte-Carlo, for example, it is important to monitor the conditions very closely. A single stage can include patches of snow, ice and sunny, bone-dry sections. There are also more tyre options available from Michelin, so decisions can be particularly tricky for our engineers and drivers.

Route Notes Crews

At each tarmac event in the WRC calendar, we deploy Route Notes Crews (RNCs – commonly known as Gravel Crews) to help minimise the risks associated with loose gravel and reduced grip levels with tarmac tyres as conditions change over an event.

Their role is to add detail on the day of the event to copies of each rally crew's original pacenotes captured earlier during recce, in the crew's own pacenote system style. All four of our drivers use different styles of pacenotes to communicate nuances of the rally stages depending on language and personal preference, so it's important our RNCs get this right.

Each RNC has an individual plan, all synchronised centrally by an on-site logistics coordinator, who dictates their locations and report times based on the rally crew they are working with. Usually each co-driver requires updates two stages before they start and information is either relayed by phone calls, texts or information passed at what we call Route Note Exchange Points.

During the rally, the RNCs report any possible problems that have occurred or may happen, and are in constant communication with their co-driver and engineer. They are essentially an extra helping hand behind-the-scenes to get our crews quickly and safely through each stage.



Driver Lifestyle



✓ Clockwise from main image: Thierry jet-skiing (Monaco), Hayden hitting the waves with other WRC drivers (Australia), Dani spending time with young fans (Finland), Thierry relaxing at the docks (Monaco), the media crowd Hayden's car (Italy).





Whether jumping through the Finnish forests at 200kph or flying at 12,000 metres, our drivers and co-drivers do almost everything flat-out.

Between the 13 rounds of the 2015 WRC calendar, regular pre-event testing, PR commitments and appearances, and the occasional regional rally entry, it's a wonder our drivers spend any time at home!

And there's often no rest when they do make it back, as they must keep fit to maintain physical and mental focus during the WRC's tough competition. Events like Argentina with its high-altitude stages, Italy with its summer heat and Corsica with its punishing twists take their toll on the crews as well as their Hyundai i20 WRCs.

Our drivers enjoy keeping fit in many different ways: Dani with his mountain biking, Thierry with running and badminton, Hayden with running and mountain biking as well, and Kevin with tennis. And that is by no means an exhaustive list of what they get up to!

Thierry, who calls Monaco home, enjoys water sports and jet-skiing in the harbour. During the 2015 season, Hayden spent some time sampling the local culture of each different country in which he competed. The Kiwi left his comfort zone to try surfing in Australia, paella cooking in Spain and sheep shearing in Wales, just to name a few!

Aside from the physical requirement, there's an 'always on' mental attitude which drivers, co-drivers and team management must adopt. Interviews and TV appearances need everyone to stay on-message with our brand values and team objectives.

Many people would find a media scrum like the one around Hayden's car at the end of the final stage of Rally Italy overwhelming. Our well-versed drivers are able to handle these situations with ease.





Location: Matosinhos



Date: 21–24 May



Stages: 15



Distance: 324.18 Kilometres



Surface: Gravel



Result:

6th #8 Dani Sordo / Marc Martí
(Hyundai Shell World Rally Team)

8th #20 Hayden Paddon / John Kennard
(Hyundai Mobis World Rally Team)

39th #7 Thierry Neuville / Nicolas Gilsoul
(Hyundai Shell World Rally Team)



Highlights:

Massive crowds and support

Two cars finished inside top eight

Stage win for Dani



Round 5

Rally Portugal



✓ Thierry flies through the legendary Fafe stage and (inset) consults with our team.





Our second visit to Rally Portugal started well with Dani recording a fastest stage time on the second test and leading the event for a brief time – on the anniversary of our first stage win, too! It was a small highlight of a trying event for all three Hyundai Motorsport drivers, who struggled with a key element of rallying at the top level: tyre choice.

Managing the tyres means a number of things - deciding whether to carry two spares or one; taking into consideration the number of stages in each section before service, as well as their characteristics; judging the temperature and wear rates of each tyre compound – soft for cooler conditions, hard for hot or abrasive stages.

Moving to the north of Portugal for the first time since 2001, no current WRC driver had any experience on the roads aside from the famous Fafe Rally Sprint.

Fafe was included in its full 11.15km glory as the main event, the Sunday Power Stage, drawing crowds of over 100,000 to see the action weave between the wind turbines.

Sunday also provided the opportunity for Dani and co-driver Marc to solidify their top-six position, running with just one spare tyre to comfortably fend off charging Citroën competitor Mads Østberg over the final two stages. Dani had been carrying two spares the previous days, which he felt unbalanced the car.

“Overall, I am happy with what we achieved on this new-look rally,” said Dani, who enjoyed huge support from local crowds. “It has not been easy to manage the tyres.”

Less than 30 seconds from Dani was the Kiwi pair of Hayden and John in the Hyundai Mobis World Rally Team #20 i20 WRC. Hayden built on his limited experience of driving with crossed tyres (different tyre compounds positioned diagonally on the car rather than paired front-to-back), and gained more confidence in juggling tyre wear throughout the three days of competition.

“We found it difficult with different wear rates on the tyres,” Hayden said. “The Fafe stages were amazing with a great atmosphere - I have never done them before and it was a special feeling.”

Thierry’s choice to opt for hard compound tyres on Friday left him behind the front-runners before a roll two kilometres into Saturday morning put him out for the day.

“We struggled with tyre strategy then had our issue on Saturday morning where we approached a tight right-hander and rolled the car,” Thierry explained. “Thanks to the hard work of the team, we were able to rejoin the rally. It was important for us to get the confidence to come back stronger in Sardinia.”



Round 6

Rally Italy



Location: Alghero



Date: 11–14 June



Stages: 23



Distance: 394.63 Kilometres



Surface: Gravel



Result:

2nd #20 Hayden Paddon / John Kennard
(Hyundai Mobis World Rally Team)

3rd #7 Thierry Neuville / Nicolas Gilsoul
(Hyundai Shell World Rally Team)

20th #8 Dani Sordo / Marc Martí
(Hyundai Shell World Rally Team)



Highlights:

Double podium

Hayden's best-ever result





Italy delivered a rally that captured and held the attention of rally fans globally but, most of all, those from a small island nation in the South Pacific. New Zealand, with a population of just 4.4 million, is home to Hyundai Motorsport driver Hayden and co-driver John.

Hayden caused a lot of late nights for Kiwis when his win on the second stage of the event propelled him into the rally lead. It was a position that he kept throughout the day and well into Saturday against charging World Champion Sébastien Ogier.

The ten-hour time difference kept New Zealanders awake as they waited for the #20 Hyundai i20 WRC to complete the stages, all the way through to Sunday when Hayden brought the car home and scored second-place, his best career result to date. In doing

so, he became the first New Zealander to lead a WRC round outside of his country.

The 28-year-old's weekend was awash with emotional moments. On Saturday, he thought his dream run was over when a rock broke the gearbox, but roadside repairs performed with John enabled the pair to nurse the car through the next stage and back to service.

Better road position on the rough Sardinian stages was in fact a benefit to all three Hyundai drivers. Thierry himself wasn't quite sure how he claimed third overall after contending with a puncture, stalling the car, a broken turbo pipe and power steering issues! His perseverance was rewarded with some quick stage times and ultimately the opportunity to stand next to his teammate Hayden on the podium.

Dani enjoyed setting quick times on the opening day and, without a ten second penalty from a jump start, would have been second overnight. He and Marc were fourth until they ripped a wheel off the #8 car on SS10 and then retired for the day when fuel pressure was lost.

Between our three Hyundai drivers, they amassed 17 top-three stage times and five stage wins, the most of any 2015 rally. Hayden's tally alone was eight top-threes and four stage wins – well-deserving of a dip in the Alghero harbour after the podium presentation!





“Hayden did a great job and deserves his podium, I didn’t expect this kind of result here!” – Sébastien Ogier



“Hayden has performed exceptionally this weekend and shown why he is a real star of the future. He acquitted himself professionally and calmly and thoroughly deserves second place. Thierry, too, had a positive end to a tricky rally. It’s great to see him score another podium, which adds valuable manufacturer points to our total. All in all, this was a hard rally but the team performed admirably and worked hard to ensure all cars got to Sunday’s final stages. It’s this work ethic that makes these results even more special.” – Michel Pandan



“I’m very relieved to get to the finish, it was a massive weekend but there’s more to come yet.” – Hayden Paddon

Round 7

Rally Poland





 **Location:** Mikolajki

 **Date:** 2-5 July

 **Stages:** 18

 **Distance:** 295.83 Kilometres

 **Surface:** Gravel

 **Result:**
4th #20 Hayden Paddon / John Kennard
(Hyundai Mobis World Rally Team)

6th #7 Thierry Neuville / Nicolas Gilsoul
(Hyundai Shell World Rally Team)

15th #10 Kevin Abbring / Seb Marshall
(Hyundai Mobis World Rally Team)

20th #8 Dani Sordo / Marc Martí
(Hyundai Shell World Rally Team)

★ **Highlights:**
Two second-fastest stage times
Thierry's spectacularly lucky roll
Our first four-car finish



Two's company, three's a crowd. And four? Well, four's a party! For the first time ever, Hyundai Motorsport took a fourth i20 WRC to Mikolajki, Poland, along with all of the extra team, service structure modules and food to run it!

Kevin and co-driver Seb christened the new #10 car with a solid acclimatisation drive through the Polish countryside to 15th place.

It was another baptism of fire for our newest crew after their last outing in snowy Sweden, as Poland featured some of the fastest roads in the World Rally Championship. Average stage speeds can even eclipse those clocked on the roads of Finland!

There was a sense of relief that all four cars completed the rally, a testament to how we have grown as a team in the past 18 months of global competition. Especially after Thierry and Nicolas had a spectacular but lucky roll on

Sunday morning, yielding only minor damage and allowing them to finish the event, losing just ten seconds on the way to sixth.

Dani struggled with the pace of this event, proving that even the more experienced drivers can have a bad day in the unrelenting pressure at the top of the field.

"The rally has been quicker than we imagined," Dani said. "We tried to push but it's never easy when you have to be so precise."

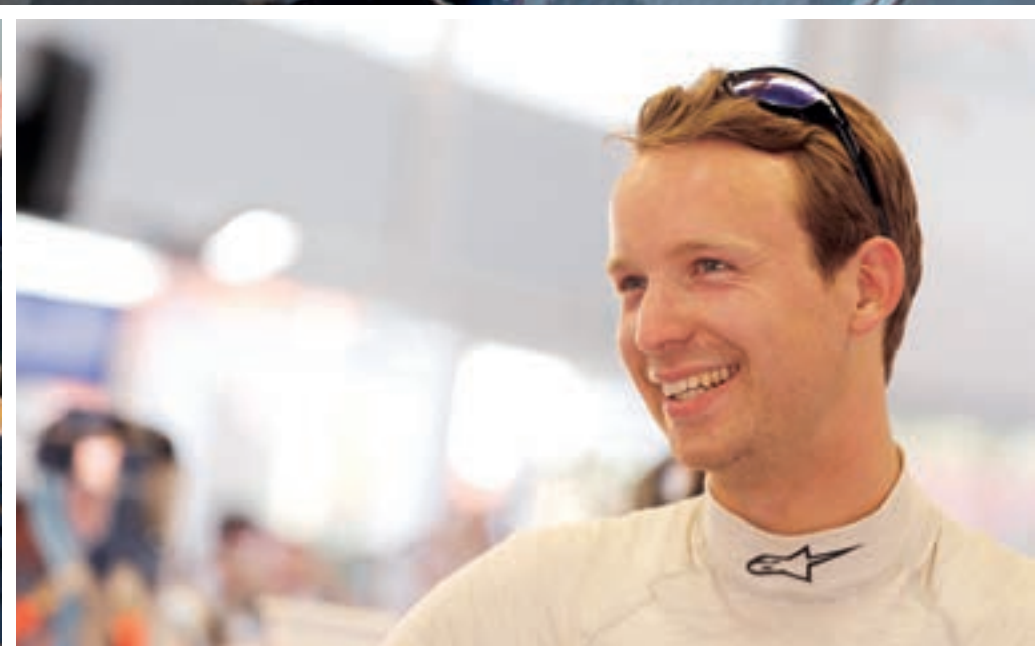
The standout performance went once again to Hayden and John, who didn't put a foot or tyre wrong all weekend. The two kept up with the front-runners to finish fourth, a place handed to them by competitor Jari-Matti Latvala. A final stage accident prevented the Finn from checking into service on time, and time penalties incurred elevated our Kiwi pair one place in the final classification.

"There are always things we can do to go faster but, considering the new routes, things have gone well," Hayden said. "The team has worked hard and a four-car finish is a good result. We can now use the experiences from this weekend to prepare for Finland, where more fast routes await."

We also closed the gap to Citroën in the Manufacturers' standings, with just two points separating us from second place going into the summer break before Rally Finland.



^ Fans enjoy the indoor viewing areas at the Service Park in Mikolajki.





Location: Jyväskylä



Date: 30 July–2 August



Stages: 20



Distance: 320.00 Kilometres



Surface: Gravel



Result:

4th #7 Thierry Neuville / Nicolas Gilsoul
(Hyundai Shell World Rally Team)

12th #8 Dani Sordo / Marc Martí
(Hyundai Shell World Rally Team)

DNF #20 Hayden Paddon / John Kennard
(Hyundai Mobis World Rally Team)



Highlights:

Contributing to the fastest-ever
recorded rally
Thierry's fourth place

Round 8

Rally Finland





Hayden's co-driver John celebrates his 50th WRC event start and shakes hands with Brent Rawstron, who he started his first event with at 1000 Lakes Rally (Rally Finland) in 1985.

Climb in, buckle down and hold on - rollercoasters are always thrilling but our team finds them a little tame after taking on the infamous Rally Finland for a second time. Typically recognised as the WRC event with the highest speeds, it went even further this time and became the fastest rally ever recorded!

Rival and rally winner Jari-Matti Latvala completed the honour with a 125.44kph average that blitzed the previous best of 122.89kph, set in 2012.

We remained competitive throughout the first day, our three crews dotted around the top six of the overall classification. As you would expect with any ride, however, the end is only reached after a healthy serving of thrills.

Thierry forever keeps us on the edge of our seats with his exciting style, and Finland was no different as he crashed out on the Thursday shakedown before the rally even started! We were able to keep smiling though, as circumstances were similar before his 2014 Rally Germany win and so we hoped for a repeat.

A series of technically sound and confident runs carried Thierry through the stages, and even engine troubles near the end could not prevent him from completing the rally in a strong fourth place.

"The team did an incredible job to fix the car," the Belgian said. "It's a decent finish and, most importantly, we were able to pick up some strong manufacturer points."

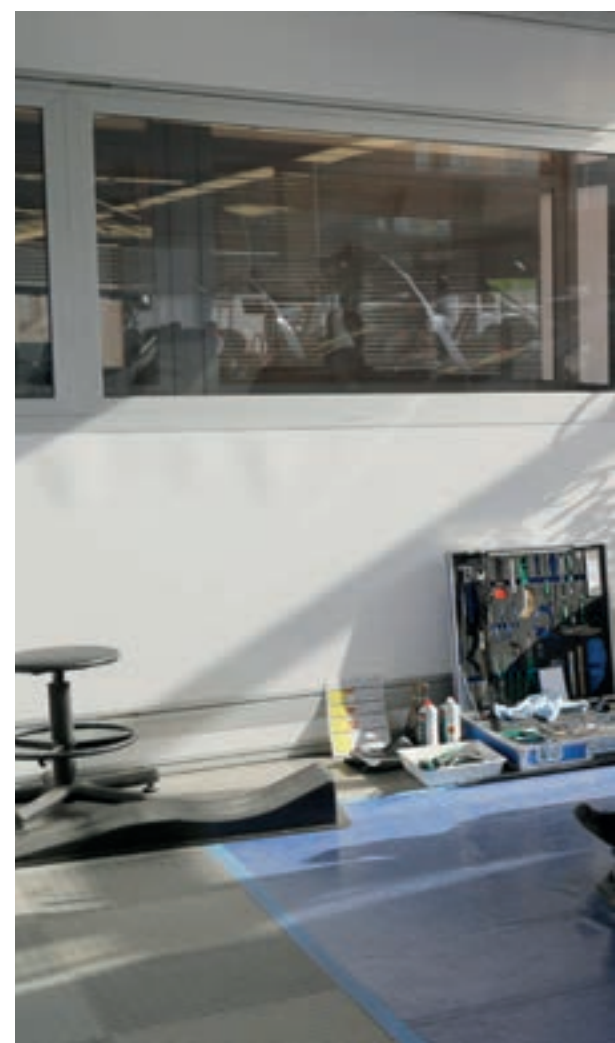
Dani was also close to the pace, passing positions back and forth with Thierry. He set top-three stage times in SS5, SS9 and SS10 on the Saturday morning loop, keeping the front-runners on their toes. An off-road excursion into a ditch on SS15, which cost five minutes, ultimately led him and Marc to finish outside the top ten.

Hayden was the least fortunate, missing most of the weekend's racing after rolling ten kilometres into SS6's Pihlajakoski. He and John were unhurt but the damage to the #20 i20 WRC was too great.

"Obviously I am upset," he said, after hearing the car was irreparable. He wasn't the only one, as two other frontrunners from rival teams also crashed out while maintaining the speeds needed to contest the rally leaders.

The crowning glory of the "Finnish Grand Prix", known as such for its white-knuckle speeds, may well be Ouninpohja. With its tumultuous crests and fearsome jumps, the Ouninpohja stage is emblematic of the difficulties that can hit so suddenly in a sport as exciting and fast as WRC. Each twist and turn has the potential to end your run, especially when experiencing the speed and airtime of a WRC pace-setting run.

As Michel Nandan said: "Finland hasn't reached legendary status because it is easy."





The Ability of Hyundai Mechanics

As with the rollercoasters we love, our cars would be nothing without the mechanical teams behind them. It is their responsibility to ensure everything is always finely tuned and ready for action. Even other teams' mechanics and crews consider ours some of the best in the business. They completed untold hours in the upkeep of team cars in Finland. They worked through the nights, preparing each car after each mishap and, while Hayden's #20 did not make it, we were incredibly proud. Thanks to our air-conditioned service park unit, it is possible for our mechanics to enjoy working in conditions similar to those in a real workshop.





Location: Trier



Date: 20–23 August



Stages: 21



Distance: 375.15 Kilometres



Surface: Tarmac



Result:

4th #8 Dani Sordo / Marc Martí
(Hyundai Shell World Rally Team)

5th #7 Thierry Neuville / Nicolas Gilsoul
(Hyundai Shell World Rally Team)

9th #20 Hayden Paddon / John Kennard
(Hyundai Mobis World Rally Team)

11th #10 Kevin Abbring / Seb Marshall
(Hyundai Mobis World Rally Team)



Highlights:

Our home event

A return to the site of our historic 2014
one-two victory
Recaptured 2nd in Manufacturers'
Championship



Round 9

Rally Germany



✓ Thierry and Nicolas traverse one of the stunning military stages.





Rally Germany will always have a special place in the hearts of everyone at Hyundai Motorsport. It is a home event for the team, as well as the location of our best result in 2014. It was in Trier that we walked away with an historic one-two victory, in only our first year of competition!

It was with warm hopes we prepared for the 2015 iteration, knowing that whatever happened we were building upon what was already a great start to our WRC achievements. For such a young team, each experience is a valuable one. We head into every opportunity knowing we will learn something – about ourselves, our team, about race function or dynamics.

The event was also an opportunity to spend time with Hyundai associates, team partners and Korean colleagues, a wonderful gathering of company representatives. This, along with the feverish support of many local fans, gave the feeling of one large family.

The German stages cover beautiful stretches of countryside in the Eifel region along the banks of the Mosel River. Drivers navigate lush vineyards and the daunting military tracks of the Panzerplatte, where lurking hinkelsteins do their best to snare unwary drivers.

We finished the Friday in fourth and fifth and held position through to the end of the event, with Thierry and Dani consistently setting stage times close to the top-three drivers. Dani was on the heels of the leaders throughout, setting second or third-fastest times on no fewer than six stages.

It was a weekend of acclimatisation for our two Hyundai Mobis World Rally Team drivers - Hayden and Kevin - and just the second time the fourth car was deployed. Our fresher-faced members learned more about the tricky German course and their cars.

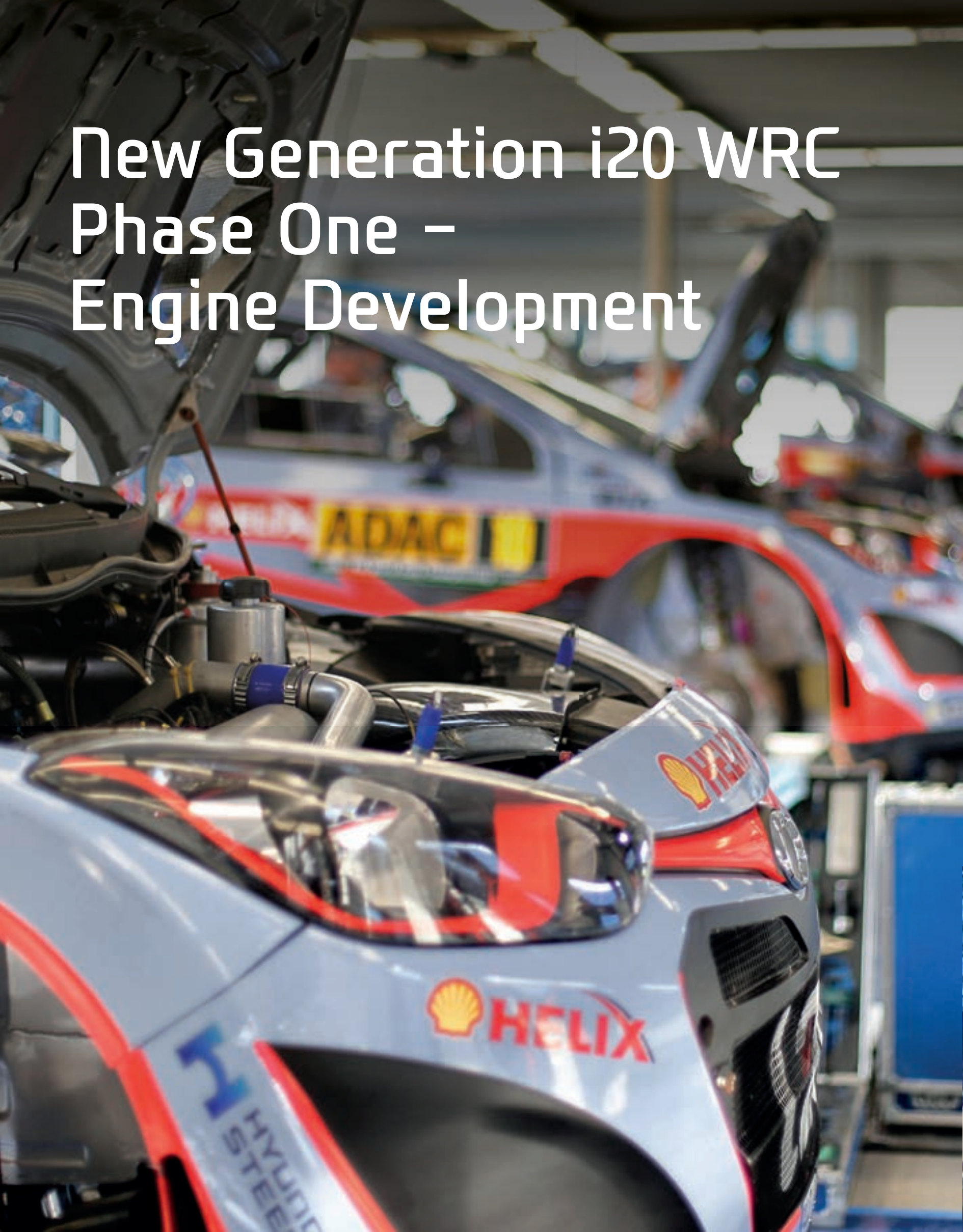
The Hyundai Shell World Rally Team result of fourth and fifth was enough to recapture second in the Manufacturers' Championship.

"We managed to move back into second in the Manufacturers' standings, which is great on our home event," confirmed Dani.

"We can be very pleased," agreed Thierry. "It was fun to be in the fight with Dani for fourth!"

Sometimes the joy of rallying is as simple as the excitement between two teammates battling for position. The race within the race, the pushing of each other's skills in camaraderie.

New Generation i20 WRC Phase One – Engine Development



Development processes in motorsport move constantly, with ideas and evolutions merging from all directions. The first discussions about a new engine for the New Generation i20 WRC started late in 2013, before the original even experienced its WRC debut.

That's the nature of design work - you must always think ahead and anticipate the future, and that is why we work several steps beyond our current status. So when in the first quarter of 2014 the young i20 WRC was about to claim its first podium, the project of designing the next car was already in motion.

Permitted Ingenuity

Our engineers and designers deal with endless data and strict calculations - in which precision is key - but nevertheless they possess creative minds. It is for this reason they were so pleased with our decision to follow new FIA Global Engine Regulations from 2016, which allow for an almost 100% prototype engine design (restricted only by some geometric and weight standards). It was also the first opportunity for us to develop an engine entirely from scratch in Alzenau.

Aside from the FIA-homologated turbocharger restrictor, one of the few parts required as standard across the competitor field, the new car has been designed from a blank sheet. The challenge was sizeable, but so are the potential results.

Dyno-mic Development

Another development in the time between the two cars was the installation of Hyundai Motorsport's in-house engine test bench - more commonly known as an engine dyno. It became operational in May 2014. Our engineers were



Our New Generation i20 WRC sports a colourful camouflage in private testing.

delighted to have access to this valuable tool in the Alzenau facility and, in November 2014, ran their first dyno tests with the new engine.

Dyno work focused primarily on attaining measurements and completing endurance cycles. However, the rate of development was such that the in-house facility covered only 50% of our requirements. The outsourced support of two additional parties was then key to completing the New Generation i20 WRC design.

Firstly, Namyang R&D centre of Hyundai Motor Company: Corporate Namyang support was invaluable and focused mainly on strategic objectives in our long-term development. This included identification of new technologies and their development, carrying out of specific testing and simulations, and completion of complex measurements and calculations not possible anywhere else.

Secondly, Pipo Moteurs: The engine experts had already begun work on base engine development before the 'green light' was officially given. Pipo Moteurs moved forward with the project while we were working on alternative solutions and finding suppliers in parallel, highlighting the passion of the French engine tuners that was a prevalent factor in our choice to work with them.

We Couldn't Do it Alone

Our title sponsor is more than just a sponsor - Shell and Shell Helix Ultra motor oil contribute crucial support in their provision of leading lubrication for our i20 WRC engines, both current and in development.

Oil is to an engine what blood is to a human body - vital in the proper, smooth running of all components within a complex system - and Shell ensures the heart of our i20 WRC is functioning properly. It is especially relevant for WRC engines, which undergo incredible stress levels due to combustion pressures created through the high-compression ratios of the turbo GDI technologies at play. And that's before we consider the effect of external elements.

Variable climate conditions and altitude changes, as well as pressures on the car by the drivers, all serve to place WRC engine running temperatures and heat release far above those of road-going cars. It is in these states that choice of lubricant becomes a vital parameter in powertrain reliability and performance, and that the cooperation of the Shell Hamburg Technical Centre is particularly important.

Shell specialists perform thorough oil-based performance analyses on our cars following every rally, providing vital i20 WRC engine behaviour feedback to unlock better performance and reliability. Their ongoing research into lubricant-based friction-reduction solutions also provides possible future improvements, highlighting the multifaceted importance of our partners in supporting R&D progress.



New Generation i20 WRC Phase Two – Design Development



✓ Rendered images of the New Generation i20 WRC during development.



The dedication of our designers and mechanics is what makes running our WRC cars possible – our drivers would not be able to do it without them!

But what is the timeframe for the design and development of a Hyundai i20 WRC before it hits the stages? What iterations are gone through in completing production? And what happens when the car is complete? Nothing but more passionate work, it turns out!

The 2014/15 Hyundai i20 WRC will be replaced by the New Generation i20 WRC for the 2016 season, for which development began back in 2014 when the first car was attacking rally stages around the world for the first time.

The Unsung Heroes

The Hyundai Motorsport design team is made of 15 people, each bringing unique skills and ideas to our projects. We are also able to draw upon the skills and vision of Namyang R&D Centre, an invaluable resource for us to be able to access.

Our mechanics then conduct hands-on work with the finished products, installing, fitting and replacing prototypes and their parts. They experience how everything works together and how it holds up to demanding real-world testing, providing feedback that is integral to post-development refinement.

The Art of Development

Designing a car starts with determining its basic architecture by positioning key elements like engine and transmission against a chassis outline. Once established, these vital 'Art Points' remain consistent throughout design. This provides a solid template for ease of use across multiple teams.

Nowadays, every automotive design is focused around a digital model. It is the easiest format to work with, share and change. Sketches may be made on paper and theories made in mind, but these are quickly translated into computer models for further development.

The main elements are designed in accordance with the Art Points to determine initial bodywork designs for sculpture. A wind tunnel tailored specifically for racing prototypes is then used, allowing the gradual refinement of the bodywork for optimal function within the aerodynamic frames as determined by the tunnel.

Design occurs in phases and so intergenerational parts can be married for testing to most efficiently progress – the first New Generation i20 WRC tests were done using the engine of the existing i20 WRC car. In fact, the 'Proto 0' car that covered thousands of test kilometres was reworked

to become the IAA Frankfurt Motor Show stage car that, in September 2015, previewed the 2016 New Generation i20 WRC and introduced our N performance brand.

Outsourcing to Namyang R&D is utilised sparingly as development progresses, as we have sufficient internal capacity to internalise development for most of the process. However, we maintain regular remote liaison to share analytics that further both our development and N brand research.

Design to Drive: The Journey

In perfecting the car, our designers take the i20 WRC on a long journey well before its wheels touch dirt. Up to 50% of the car can change during the process from initial draft to final prototype, an unavoidable by-product of sculpting ideas into reality.

The maintained Art Points ensure every designer is on the same level throughout, with performance and build quality being more important than any time constraint. Whether it takes three days or three months, designs are completed to the strictest standards.

Facing the Future

Work on the New Generation i20 WRC will continue into 2016 as we push the car to its maximum. Changes in WRC regulations will then be addressed in anticipation of the 2017 season, during which you will see the New Generation i20 WRC and exciting customer R5 model hit the world's rally stages.

It is a pivotal time for Hyundai Motorsport. We have enjoyed two seasons so far and claimed some fantastic results while still finding our footing. It is the drivers who cross the finish line, but the designers and mechanics who ensure they have the cars to get them there.



Reflections on Technical Development

The journey of technical development is understandably complex but we take pride in the way ours is conducted. Our method is sometimes defined by the confident use of existing technologies, at others by the excitement of discovery and progression. Both are necessary avenues in arriving at the best car possible.

Automotive vs. Motorsport – The Industry Differences

There are some key differences here, such as scale of operation. Automotive takes a mass scale route with many thousands waiting to purchase their new car, while motorsport focuses down on a few vehicles that will be kept and maintained through strenuous use for a season or perhaps longer.

Then there is the potential of the vehicle. Automotive products must be scaled to

adhere to a host of safety and comfort requirements, and further compromises such as noise reduction and aesthetic design. None of these facets are essential when pushing the boundaries of motorsport vehicle potential.

For this reason, development in all areas of a motorsport vehicle is emphasised to the absolute maximum. Performance outweighs looks and tackling the most extreme conditions – both surface and weather-based – must be addressed in addition to mechanical factors.

The end product is a stripped-down and powered-up version of a road-going car that has incredible speed and handling, minimal weight and a heavy-duty roll cage, seats and protection for keeping drivers and co-drivers safe in any event.





Single Vision, Many Minds

There are numerous vital aspects to our process, some of which we have special assistance in completing from official team partners, suppliers and additional technical contributors. Whether on a strategic or structural level, these partners collaborate with us to help create solutions for the special demands of the WRC.

Magneti Marelli

- Conducting specific developments, targets and custom solutions for ECU and sensor use.
- Extensive F1 experience proves their impeccable knowledge in the field.

Sabelt

- Seat development performed using our design and calculations.

Hyundai-Kia European R&D Center

- Powerful external calculation facility.
- Mutual benefit, helping to develop carbon fibre applications through our work together.

The Guiding of a Single Vision

To ensure synergy of development is maintained across all partners, we need a unified view of the entire design and each interconnected piece of technical information. With predetermined deadlines, we are often counting backwards. This is necessary in sculpting timings for different departments and people.

The hunger of our design team for new ideas is endless. There is always room for improvement on factors throughout the season, especially those not regulated by jokers, such as weight, handling and centre of gravity.

Many minds are required to hold a single vision, and this can be a difficult balance to maintain. This is why the Technical Director has such an important job in monitoring budget, competence, experience and the desire of each engineer to win. Organisation of these factors is key to our technical development.



Iconic Livery Design

Livery and aesthetic design is perhaps one of the toughest elements to create on our New Generation Hyundai i20 WRC. It is important to find an iconic scheme that can be easily recognised and remembered.

In keeping with Hyundai's global brand identity, designs are created with help from Hyundai Motor's Design Centre Europe in Rüsselsheim, Germany.

Our team adopts a symbiotic mentality when looking at all designs on our car, whether it's an exterior element based on volumes and proportions, a highly complex headlamp including detailed engineering and functionality, or an ergonomic steering wheel that harmoniously integrates within the interior of the car.

"Primarily, it has to go fast, though it still needs to look good," said Peter Schreyer, President of Hyundai Motor Group and Chief Designer for Hyundai and Kia, who also leads the group styling the road-going New Generation i20.

In order to capture this iconic feel, simplicity, excitement and functionality need to be combined into a product that, by its usability, is supporting a frictionless process for our motorsport team.

When designing the livery for the New Generation i20 WRC, the road-going version's competitive cousin, we wanted to draw parallels to a superhero's suit. There is an incredible power resulting from a hero's secret, in which the character's identity is cloaked but his or her story is expressed and reflected through their dress. This is what we used to conceptualise the new design.

The motifs of a superhero's presence are: intimidation, power, mightiness, camouflage and pride.

"We wish the team every success for the new season, and hope that we have made a contribution with our work," said Peter.

Key Elements:

Performance Blue represents the foundation of the Hyundai Motorsport corporate identity and is the key colour on all of our

competition vehicles. It comes from the strong connection to the N High Performance Brand and forms a link to Hyundai's road-going production vehicles. This blue shade also reflects the clear skies of Korea, representing fresh thinking and a clear mindset.

Neon Red is a bold contrast to the base colour Performance Blue and symbolic of an emotional and energetic impulse, reflecting the energy, motivation and involvement of each team member at Hyundai Motorsport. As a signature highlight colour, the red contrasts to the natural environment, drawing attention and focus to our car during competition.






< One of the most difficult and overlooked tasks of preparing the car is adapting our livery design so that it's possible to maintain the look of the car when replacing parts and conducting repairs. This is a valuable duty that Visuelle Werbung performs for us.





 **Location:** Coffs Harbour

 **Date:** 11-13 September

 **Stages:** 17

 **Distance:** 311.36 Kilometres

 **Surface:** Tarmac



Result:

5th #8 Hayden Paddon / John Kennard
(Hyundai Shell World Rally Team)

7th #7 Thierry Neuville / Nicolas Gilsoul
(Hyundai Shell World Rally Team)

8th #20 Dani Sordo / Marc Martí
(Hyundai Mobis World Rally Team)



Highlights:

Five stage wins - three for Dani and two for Hayden
A close and exciting rally up to the final day



Round 10

Rally Australia





Visitors to Australia may know of the kangaroo as the natural born fighter of this hot and wild country, and it's not uncommon to see males going at a ritualised "boxing" match.

But on the flowing forest stages near to Coffs Harbour, a similar battle for top honours was under way by a close field of WRC competitors, at the 2015 Rally Australia as Hyundai Motorsport headed down under for a second time. And like the famous kangaroo battles, such tight competition makes it hard to predict the outcome before the end.

Since it was Dani's first visit to the Coffs version of the event, it was decided he would drive for our Hyundai Mobis World Rally Team in car #20, while Hayden's experience here propelled him to the Hyundai Shell World Rally Team where he could score Manufacturers' points.

With a favourable road order starting in eighth and an even playing field on new roads, however, Dani blitzed the first three stages and led the rally well into the first day. He remained in touch with the podium positions, but ultimately settled into the top eight.

"I enjoyed this rally a lot and was pleased with the performance of the car," the Spaniard said. "We concentrated on making sure we had a trouble-free run to the end."

Identifying a small differential issue and performing the subsequent repairs at the end of day one gave New Zealander Hayden the confidence to push through the second day. Following two stage wins, he was in touch with the rally leaders, finishing the day just 19.4 seconds from the front.

"Personally, it has been a fantastic weekend," Hayden said. "Overall I have been happy with the car and my performance. It has been great to see so much support from the Kiwi fans that travelled over here. It gives me such a buzz and makes Rally Australia a special event."

Thierry played a vital supporting role, taking measured risks to set two top-three stage times and finish in seventh position. His points, along with Hayden's, helped to solidify our challenge for second place in the Manufacturers' Championship.

✓ The single night stage on Saturday delivered spectacular viewing for local WRC fans.



✓ Dani Sordo with Chris Atkinson, 2014 Hyundai Motorsport driver and Hyundai Motor Australia ambassador.





Location: Corte, Corsica



Date: 2-4 October



Stages: 7



Distance: 245.35 Kilometres



Surface: Tarmac



Result:
5th #20 Hayden Paddon / John Kennard
(Hyundai Mobis World Rally Team)

7th #8 Dani Sordo / Marc Marti
(Hyundai Shell World Rally Team)

23rd #7 Thierry Neuville / Nicolas Gilsoul
(Hyundai Shell World Rally Team)

DNF #10 Kevin Abbring / Seb Marshall
(Hyundai Mobis World Rally Team)



Highlights:
Kevin held 2nd place at end of day one
Stage win for Dani, second-fastest stage
time for Kevin, third-fastest stage time for
Hayden





Round 11

Rally France

✓ Dani and Marc confronted rain and standing water on the island of Corsica.



Rallying is wild but there are not many aspects our hard work cannot control. The weather, however, is one that can get away. In two seasons at the top echelon of rallying, we have never encountered conditions as severe as 2015's Rally France – Tour de Corse.

The return to Corsica was a throwback nod to classic events. The French island was first used by the WRC in 1956 and last in 2008, each time demonstrating why it earned the name of 'Rally of 10,000 Corners' for its endless, twisting cliff-side roads. Seven of the nine planned stages were over 35km long, and some looked threatened to be underwater by the first day of the rally.

And what a first day it was! Thierry unfortunately clipped a bridge early on and was out until day two. Kevin's recce vehicle got swept up in the action as the local roads flooded – the same floods which caused

stage two to be cancelled. Kevin brought his European Rally Championship experience to the fore with a blistering run to seize second place as the day ended, and Dani went well until he damaged a wheel in stage three. "We lost two minutes," the Spaniard lamented. "Without that we could have pushed for a great result."

The sun set with a lot to answer for and, though day two was drier, the waterlogged Casamozza morning stage was still cancelled. As Dani came through in the afternoon with two top-five stage times, team morale was on the rise despite the biblical conditions. Kevin continued to drive consistently and Hayden eased into his first visit to Corsica, finishing the day in fifth and seventh respectively.

Sunday saw the clouds retreat as we focused on challenging for a podium finish. Kevin didn't quite make it, coming off in the test

between Zérubia and Martini, but Dani and Hayden made sure his efforts were not in vain and took first and third respectively on this penultimate stage.

It was not the event anyone expected but the kind of game-changer that forces quick reactions and allows the rise of wildcards. This is exactly what we saw with our Dutchman, the unpredictability that makes rallying so exciting.

"It was disappointing to finish with a retirement," Kevin admitted. "But we showed good pace and had a strong run."



✓ Kevin and Seb demonstrated their knowledge of the 'Rally of 10,000 Corners', finishing the first day in second place.



✓ Marc celebrated his birthday during Rally France and the team presented him with this delicious i20 WRC-inspired cake!



Round 12

Rally Spain





 **Location:** Salou

 **Date:** 22-25 October

 **Stages:** 23

 **Distance:** 331.25 Kilometres

 **Surface:** Gravel/Tarmac (mixed surface)



Result:

3rd #8 Dani Sordo / Marc Martí
(Hyundai Shell World Rally Team)

6th #20 Hayden Paddon / John Kennard
(Hyundai Mobis World Rally Team)

8th #7 Thierry Neuville / Nicolas Gilsoul
(Hyundai Shell World Rally Team)

★ **Highlights:**

Dani claimed his first podium of the year
Top-three stage times by all drivers
All three cars finished in top eight

Rally Spain was the penultimate event of the season and treated us with a special atmosphere courtesy of loads of enthusiastic fans. Local excitement for rallying in the Costa Daurada was unbelievable, explained largely by Dani's presence.

It was the 2015 season's only mixed-surface event, offering unique challenges as we worked to reclaim second in the Manufacturers' Championship after Corsica. Friday's main feature was the two runs over the 35.68km mixed-surface Terra Alta stage, which concluded the gravel tests of day one.

Star Spaniard Dani fed off the local fans' fervour, setting consistently quick runs to reach fourth by the end of the first day. Hayden took advantage of the initial gravel focus, claiming a stage win and third-quickest time to move to seventh overall. Thierry built his rhythm, taking third in SS7 and finishing ninth. "Terra Alta was tough," he admitted. "We had a puncture but I think we can be satisfied."

Our mechanics then completed the 75-minute evening service to convert each Hyundai i20 WRC from gravel to tarmac specification for the latter two days of competition.

Saturday's eight stages over 123.05km delivered more top-three stage times, and the i20 WRCs continued to emit podium pace. Dani delighted home fans and held fourth after climbing as high as second. Thierry claimed a joint stage win in SS17 to move into seventh equal, holding the same position as Hayden who had battled with two punctures. "It was frustrating to lose 20 seconds," the Kiwi said. "But it was my mistake. We were lucky to get away with it."

On the final day Dani had the podium in sight. We knew it was possible, and that it would only require further consistency. Our runs were trouble-free, despite Thierry's unfortunate off in SS22 due to a transmission issue, and each driver felt the momentum exuded for our hometown hero.

When the dust settled Dani remained in fourth, which would still have been a remarkable drive. But, as if the sheer energy of the event encouraged fate itself, there was a final surprise.

Rally leader Sébastien Ogier retired in the Power Stage, a reminder that nothing in rallying is certain. Nobody likes to benefit from the bad luck of others but these are the risks all drivers take. Thierry slotted into eighth; Hayden was rewarded with sixth. And Dani, skirting the podium for most of the rally, was elevated to third.

The crowd and the team went wild! Dani's first 2015 podium could not have happened in a more perfect place. He was welcomed like a hero, and left as one too when the sun set on the service park in Salou.

"To be on the podium in Spain was just fantastic," Dani said. "It's positive to take this into the final rally, which will be decisive in our push for second."

✓ Hayden excelled on gravel, claiming a stage win on Friday morning.






- Hayden relaxes prior to the rally start in Barcelona.
- Fans crowd around our service unit in Salou in support of local hero Dani.







 **Location:** Deeside

 **Date:** 13–15 November

 **Stages:** 19

 **Distance:** 309.87 Kilometres

 **Surface:** Gravel

 **Result:**
4th #7 Dani Sordo / Marc Marti
(Hyundai Shell World Rally Team)

5th #8 Hayden Paddon / John Kennard
(Hyundai Shell World Rally Team)

DNF #20 Thierry Neuville / Nicolas Gilsoul
(Hyundai Mobis World Rally Team)

DNF #10 Kevin Abbring / Seb Marshall
(Hyundai Mobis World Rally Team)

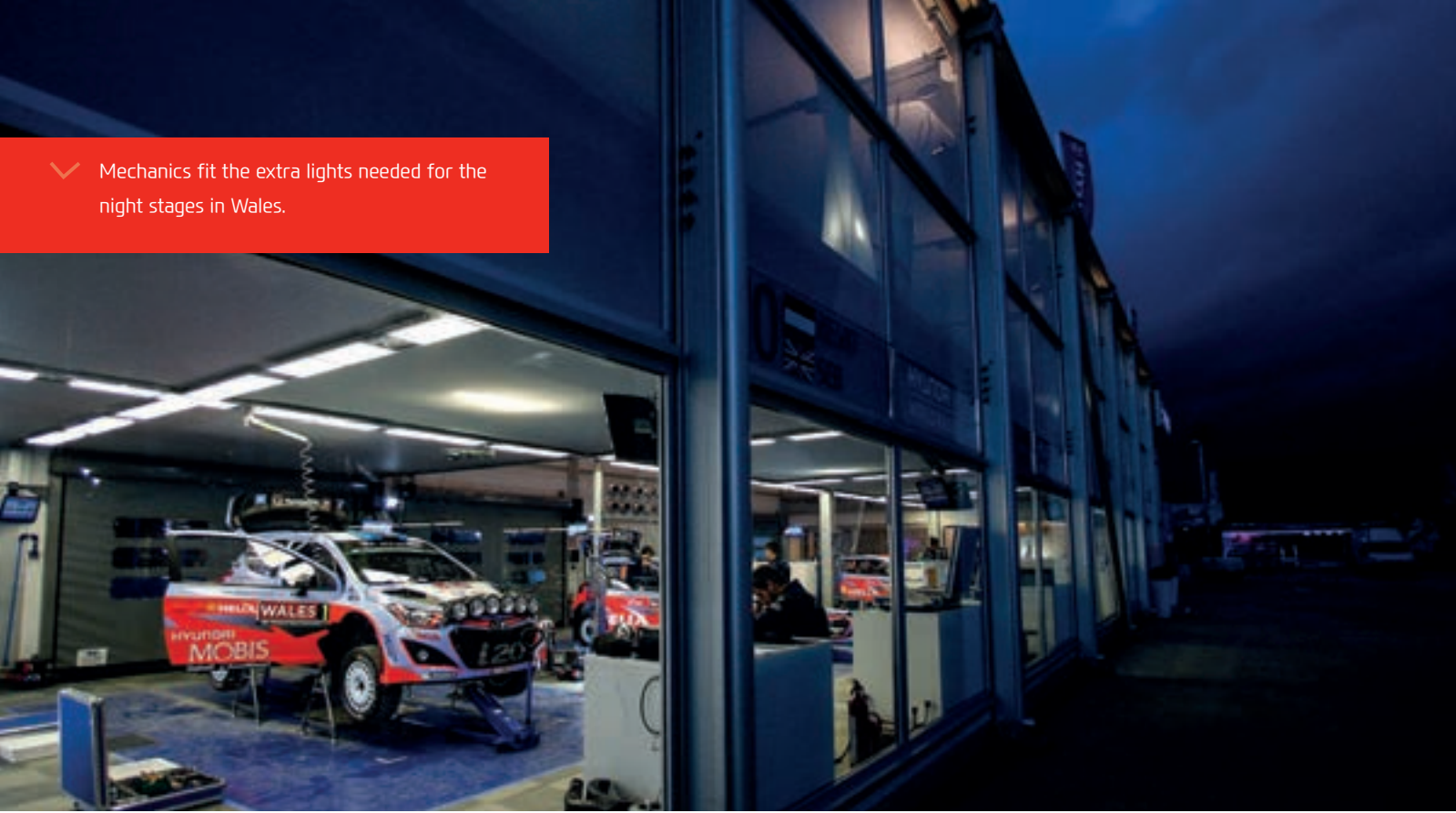
★ **Highlights:**
Top-five result for Dani and Hayden
Thierry's two stage wins on Saturday
morning

Round 13

Rally Great Britain



✓ Mechanics fit the extra lights needed for the night stages in Wales.





When you're a child, there's something joyful and deeply satisfying about jumping in muddy puddles. We think this feeling should be held onto for as long as possible and perhaps that is why we enjoy visiting Wales in November for Rally Great Britain, the final event of the 2015 WRC calendar!

The Welsh forests are a challenge of changing grip levels across the stage surfaces of gravel, mud and water. It's also common for fog, sleet, ice and snow to make an appearance. None of these conditions are enough to put off the hordes of passionate British rally fans, who brave the elements to see our Hyundai i20 WRC cars traverse classic tests such as the natural amphitheatre of Sweet Lamb, famous Myherin and iconic coastal stage of Great Orme.

Myherin's fast forestry tracks proved particularly testing for our team: Thierry and Nicolas lost their rear-left wheel ten kilometres into SS3 when the wheel studs broke.

On day two, Thierry rejoined with storming pace to match the weather and set two fastest stage times on the first two tests of the day. The fickle nature of rallying fought back and, sliding wide on a corner in SS11, the #20 i20 WRC clipped some logs and rolled. Damage to the roll cage meant we couldn't repair the car for Sunday.

In an unfortunate end to their fifth event of the season with us, Kevin and Seb were devastated to retire just two kilometres from the end of SS3 Myherin as well with a water system leak. Irreparable damage caused to the #10 i20 WRC meant they were also unable to rejoin.

Dani and Hayden, driving the #7 and #8 cars respectively, overcame everything Wales could throw at them to finish within ten seconds of each other just outside of the podium positions. This commendable result was not enough, however, to secure second place in the Manufacturers' Championship.

Throughout the season we established ourselves as a legitimate challenger, and can draw a lot of satisfaction from fighting right until the very end for second place.

Summarising the season, Michel Nandan said: "For our second season in WRC against more experienced rivals, I think we can be pleased with what we have achieved. We have scored four podiums in three rallies and have finished in the top-five in all but one event. For me, this shows an improvement in our performance level and consistency. I'd like to thank the entire team and our drivers for their efforts in 2015, and all the Hyundai supporters around the world."



Statistics



Once again, we have had an exciting year in the FIA World Rally Championship, one full of highlights and achievements. The WRC environment is extremely competitive and we are proud of the growth, consistency and development of our team in 2015.

On-Stage Success



In our second year, we took to the podium in three rallies with a total of four podiums: Thierry came 2nd in Sweden, Hayden and Thierry finished 2nd and 3rd in Italy and Dani took 3rd at home in Spain.



Out of 13 events, Thierry/Nicolas, Dani/Marc and Hayden/John finished a total of 15 times in the top five.



From a possible 41 starts, our crews finished in the top ten 28 times.



In terms of stage wins, the Hyundai i20 WRC recorded a total of 24 fastest stage times at the hands of our drivers during the season.



We also recorded a total of 93 top-three stage times.



The team's most successful rallies in 2015 for stage wins were Italy and Australia with five each.



For top-three stage times, our team's most successful rally was Italy with a total of 22!



Thierry, Dani and Hayden all led a rally at some point during the season. Hayden led Rally Italy for 15 stages!

In the Driving Seat

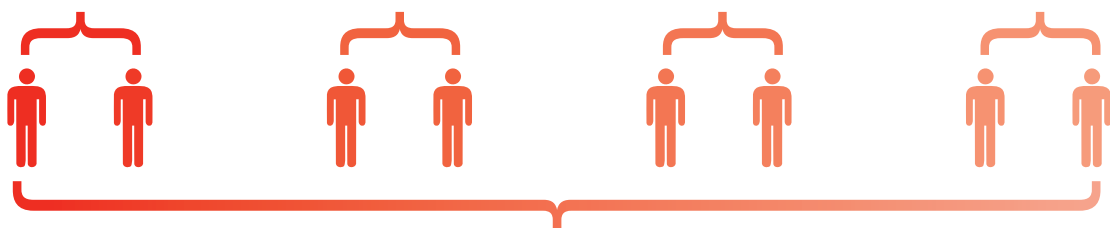
We had four main crews in 2015 for our Hyundai i20 WRC programme: Thierry Neuville/Nicolas Gilsoul, Dani Sordo/Marc Martí, Hayden Paddon/John Kennard and Kevin Abbring/Seb Marshall.

Belgians Thierry/Nicolas started all 13 WRC events.

Spaniards Dani/Marc started all but one event, Rally Sweden. Dani suffered broken ribs from a mountain biking training accident and was not able to compete.

The Kiwi crew of Hayden/John also competed in a total of 12 rallies, only missing the season opening in Monte-Carlo.

The Dutch/British pairing of Kevin/Seb were scheduled for four events but competed in five after the team reshuffle when Dani couldn't compete in Sweden.



Between them, the Hyundai drivers amassed 263 Drivers' Championship points and the two teams (Hyundai Shell World Rally Team and Hyundai Mobis World Rally Team) collected 291 in the Manufacturers' Championship.

Growing Fanbase

Following on from our debut season, we enjoyed sharing our WRC story with a growing legion of fans from all over the world.



• Our Twitter followers grew from 19,700 at the end of 2014 to 34,200 after Rally Great Britain.



• Facebook likes rose from 272,000 in November 2014 to over 440,000 by the end of 2015.

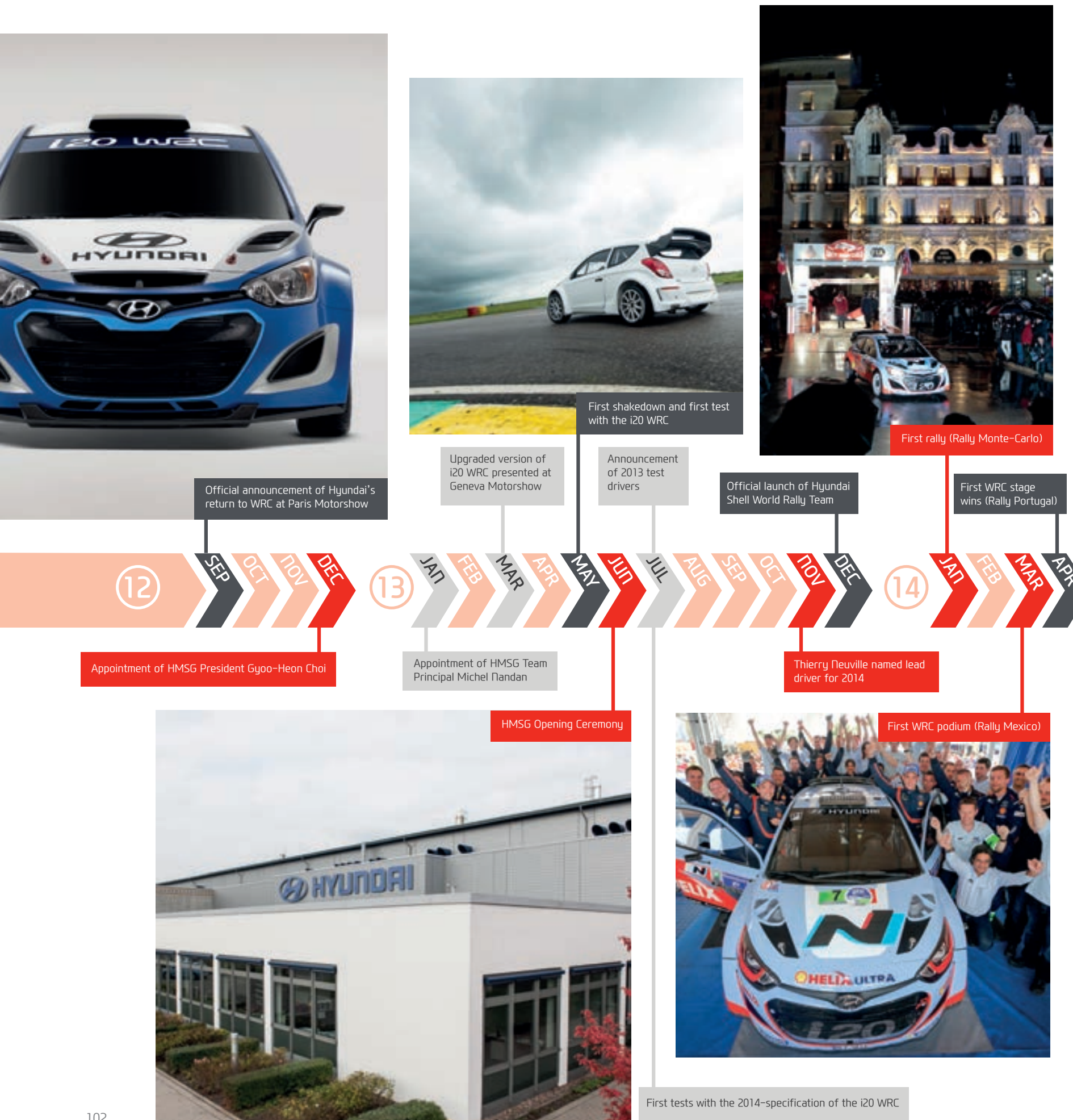


• Our Instagram followers grew to over 18,000 throughout the 2015 season.



• On YouTube, we recorded almost 2million views on our Hyundai Motorsport channel by the end of 2015.

Timeline of Key Events





First stage wins, first time leading rally and first podium of 2015 (2nd in Rally Sweden for Thierry)



Start of second season in WRC (Rally Monte-Carlo)



Home podium for Dani (3rd in Rally Spain)

First 1-2 stage wins for Hyundai i20 WRC (Rally Italy)

First 3-car finish for team and second podium (Rally Poland)



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

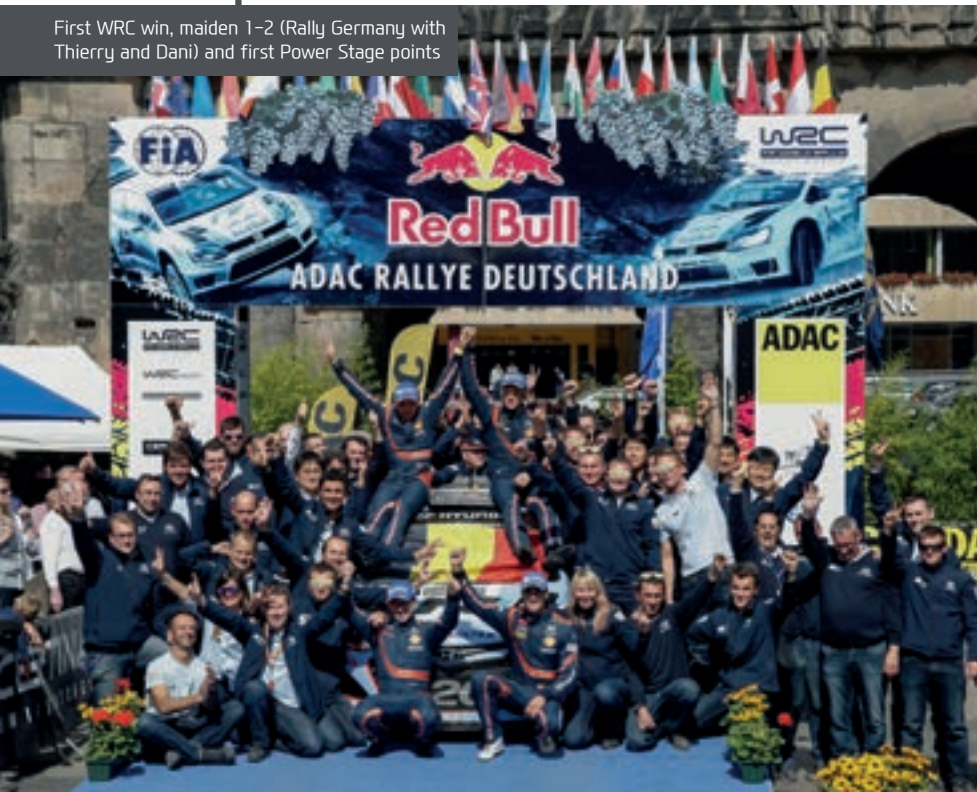
First roll out of the New Generation i20 WRC car

Stage wins in Mexico, Argentina and Portugal

Led rally and took five stage wins (Rally Australia)

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

Double podium in Rally Italy: 2nd and 3rd for Hayden and Thierry



Official Partners

TITLE SPONSORS



SHELL

Shell, title sponsor and official lubricant supplier of the Hyundai Shell World Rally Team, has a long and celebrated history in the FIA World Rally Championship. Building on nine years of Global Partnership with Hyundai Motor Company, the relationship with Hyundai Motorsport continues a dynamic new era for Shell. The Hyundai i20 WRC benefits from Shell's experience and unrivalled research and development as it is put through some of the most demanding events in motorsport. Shell scientists work with the technicians at Hyundai Motorsport on their requirements for Shell Helix Ultra engine lubricant and other products for use in competition, testing and development. The expertise shared with Hyundai in the WRC comes from Shell's long-standing and successful technical partnerships in many other forms of motorsport. The WRC is one of the most challenging motorsport competitions in the world, with roads ranging from ice and snow to asphalt or gravel and temperatures ranging from -30°C to +40°C, so engine demands are always at their highest. Shell Helix Ultra engine lubricant helps to protect the high-performance engines from power and performance-robbing deposits through the course of each WRC event.



HYUNDAI MOBIS

Hyundai Mobis (short for Mobile and System) is the parts and service arm of Hyundai Motor and Kia Motors, and has established itself as an industry-leading auto parts specialist. Hyundai Mobis strives to become the leader in future automotive technology and has developed its own core proprietary technology. With a commitment to providing safety and happiness to its customers, Hyundai Mobis is constantly making inroads in the global marketplace.

PREMIUM SPONSORS



HYUNDAI STEEL

Hyundai Steel, as a materials supplier to Hyundai Motor Group, has also grown into a leading global steel company by building its own blast furnaces and integrated steelworks. It is the world's very first fully-integrated resources recycling business system, developing from iron ore to finished vehicles through to scrap steel and around again. As the largest steel resources recycling company in South Korea, its stable blast and electric arc furnace operations make Hyundai Steel globally competitive.



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 commanded the biggest market share in South Korea since 2000. Other business areas includes heavy machineries, defence products and aircraft parts. Hyundai WIA has built the foundation for the global automotive industry by producing various auto parts such as engines, modules, turbo chargers and CV Joints, producing precision machine tools and FA Lines.

OFFICIAL SUPPLIERS

MICHELIN

For its return to the WRC in 2011, Michelin developed a new range of tyres to comply with WRC regulations and the significant demands made by the latest-generation cars. The Michelin Pilot Sport, Latitude Cross and X-Ice North were all developed with three priorities in mind: versatility, durability and competitive performance. The Hyundai i20 WRC was fitted with Michelin competition tyres for every round of the WRC in 2015. As one of the world's leading tyre manufacturers, Michelin has 69 production facilities and is represented in more than 170 countries, employing a total of 115,000 people. Competing in motorsport has been a part of Michelin's DNA since the company was founded and whenever the brand has appeared its partners have racked up wins and series titles.



MAGNETI MARELLI

Magneti Marelli has been involved in motorsport competitions since it was founded in 1919. Where mechanical components and electrical devices are subjected to extremely heavy-duty uses amidst dust, rocks and mud, their sturdiness, reliability and effectiveness is key to a team's success. It is this challenge that Magneti Marelli has always used in its devotion to innovation in motor racing. Each Hyundai i20 WRC was fitted with Magneti Marelli electronic engine control units, data acquisition modules and Wintax software.



SABELT

Founded in 1972, Sabelt was the first company to design the inertia reel locking mechanism and the first six-point harness with quick-release buckles specifically for motor racing. In 1998, Sabelt extended its activity by distributing a range of FIA-approved accessories including seats, suits, gloves, special technical clothing for drivers and mechanics, shoes, steering wheels, helmets, pedals, strut bars and springs.



ALPINESTARS

With over 50 years' experience in racing, Alpinestars is the world's premier performance motorsport protection, apparel and footwear company. With extensive R&D facilities in the US and Europe and a global racing development programme, Alpinestars provides the highest quality, track-tested products. Delivering unrivalled comfort and breathability in the cockpit helps reduce driver fatigue and improves concentration - both of which are vital in finding that extra tenth of a second in performance and, ultimately, the competitive edge.



SOUNDHOUND

SoundHound Inc. is the leading innovator in Sound Recognition and Search technologies. Its unmatched portfolio of technologies includes audio identification, speech recognition, natural language understanding, and singing and humming search. SoundHound technologies are deployed globally through app stores as well as partnerships with carriers, device manufacturers and automotive. SoundHound's applications are available on all major platforms and have been downloaded by more than 200 million users.



Working Partners

AMG – Team Unit and Hospitality Construction

AMG is the company behind our impressive WRC service and hospitality structure used at all European rounds of the 2014 and 2015 seasons. It provides on-site support as well as all construction, deconstruction and transport services required for each event. Founded by Ángel Miguel Gómez in 1999, AMG Services became the exclusive supplier of VIP structures to Dorna, organisers of the MotoGP World Championship for Grand Prix races at Jerez, Barcelona, Valencia and then around Europe. AMG has also worked on other large-scale projects including: Football Eurocup Portugal, Formula One Spanish Grand Prix, World Race, Volvo Ocean Race, Madrid Tennis Open and corporate presentations for leading automotive brands.

BFORSPORT – Event Catering

BFORSPORT is a catering company that specialises in events in Europe including anything from motorsport to music festivals, TV sporting events and TV shows. The company's success is based on top food quality, talented chefs and leading logistical know-how. We were pleased to have BFORSPORT on board to deliver outstanding team and guest catering for Hyundai Motorsport at all rounds of the 2015 World Rally Championship.

BRAND& – Merchandise

Brand& creates bespoke branded clothing and accessory collections for prestigious brands, producing differentiated designs that reflect a brand's iconic quality. Through contemporary and classic collections, the task is to express the brand's essence and personality across a range of items that people really want to use and wear. With roots in motorsport as a subsidiary of Prodrive, Brand& has almost 20 years' experience in creating collections for clients from all sectors. Offering an end-to-end service from design, production and quality control through to supporting sales, marketing activities and worldwide distribution, Brand& was the official merchandise licensee for Hyundai Motorsport.

DAS PRODUKTIONSBÜRO – 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 our selected 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 provided 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 2014 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) to organise professionally-guaranteed trips.

ISFORT GROUP – Canvas and Materials

Saddlery and canvas manufacturer Isfort was founded by owner Daniel Isfort in 2003. The company specialises in tent constructions, textile structures and car fittings. Since then, it has grown to include a total of 12 employees and changed name to the Isfort Group in 2014. Their support for our all-round canvas production started in 2013. We require customised and branded materials in different colours and designs for the various areas of the team which Isfort is able to deliver on both long and short-term requests. These include ground sheets, covers for tool boxes and other equipment, as well as overseas hospitality tent construction which is produced at the start of the season. The expertise of their small, highly-competent team enables us to also trust them with the production of detail-laden seat covers and padding.

PIPO MOTEURS – Engine Development

Pipo Moteurs is a French company located in Guilhaud-Granges, specialising in the design, development, manufacture and service of competition cars, and assisted us in the ongoing development of the i20 WRC engine. At its 10,000m² premises, the firm employs 20 highly-motivated and skilled personnel. Founded by Jean-Pierre 'Pipo' Fleur in 1973, it is dedicated primarily to the preparation and maintenance of engines commonly used by the best drivers in championships throughout France, Europe and the world. From 1978, Pipo worked with a number of major European teams and was responsible for the development of Peugeot Sport's French Super Touring engines from 1994 before helping with 206 WRC engines from 1999 to 2005. It also assisted Ford in developing the championship-winning Focus WRC, Fiesta WRC and Ken Block's Rally America, rallycross and X-Games cars.

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 and WEC. 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 the promotion of the show car at the Geneva Motorshow 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 facilities, 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 development. The short distance and their 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.



Thank you all for
your support



HYUNDAI MO



DTORSPO

See you in 2016, when
the story continues...







