



HYUNDAI
Motorsport



Yearbook One
2013/2014



Our first Yearbook aims to capture the excitement, hard work and passion of the early days of Hyundai Motorsport.

From the announcement of our return to the FIA World Rally Championship through to our first WRC win at Rally Germany and onwards to the end of the 2014 season, we provide a glimpse of not only the action but also what goes on behind the scenes.

Follow our story through 2013 as we developed the Hyundai i20 WRC and into 2014 as we travelled to 13 WRC events around the world as well as few others besides. From the cold of Monte-Carlo and Sweden in winter to the heat of Mexico and Sardinia in the summer, we faced a wide range of challenging conditions that often change significantly from corner to corner. On ice and snow, gravel and asphalt, mud and sand, we proudly flew the flag for Hyundai in the world's toughest motorsport championship.





Hyundai Motorsport

“Our Early Years”

Yearbook Edition One
2013 and 2014









Contents

Foreword	06	Rally Poland	62
The Journey Begins	08	FIFA World Cup Promotion	65
Starting from Zero	10	Feature: Goodwood Festival of Speed	66
Alzenau	10	Feature: Helsinki Battle	68
Geneva Motor Show	11	Rally Finland	70
First Shakedown	12	Feature: Fan Relations and Friendly Rivalries	75
Official Opening	13	Behind the Scenes Heroes: Marketing & PR	77
Testing Accelerates	14	Rally Germany	78
A Period of Intense Preparation	15	Days to Victory	83
2014 Driver Line-up Evolves	16	Behind the Scenes Heroes: Mechanics	84
Ready to Rally	19	Rally Australia	86
Rally Monte-Carlo	20	Feature: Support Down Under	91
Feature: New Approach to the Service Park	24	Feature: East Belgian Rally Test Win	92
Rally Sweden	26	Rally France	94
Feature: Co-drivers	31	Feature: Team Clothing and Merchandise	98
Behind the Scenes Heroes: Race Control	32	Feature: Teamwork	101
Rally Mexico	34	Rally Spain	102
Feature: Fafe Rally Sprint	38	Feature: Shell Trackside Laboratory	106
Rally Portugal	40	Feature: Using WRC within the Business	108
Behind the Scenes Heroes: Logistics	44	Rally Great Britain	110
Feature: Invitation to Korea	46	Fun Memories	115
Rally Argentina	48	Figures and Numbers	118
Behind the Scenes Heroes: Engineers, Engineering and Development	53	Official Partners	122
Feature: Taste of Victory at Rally Antibes	54	Working Partners	124
Rally Italy	56		
Feature: Test Team	60		

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Editor-in-Chief: Stefan Ph. Henrich

Editorial Team: Sabine Marsollek, Igor Chervonny, Mieke Vercammen

Photography: McKlein Photography

Written and Designed by Sine Qua Non: Chris Ritchie, Sarah Byles, Laura Faulkner, Chris Hughes

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Foreword



Gyoo-Heon Choi, President

Hyundai Motorsport was established with three key tasks. The first was to rise to the challenge of competition on the global stage. Having completed our first season in the World Rally Championship, we take a lot of pride and satisfaction in how far we have come in a relatively short time. We still have a long way to go and we are learning all the time.

Second, we are also a global engineering platform, capturing the DNA of high performance motorsport and feeding that back into engineering across the company.

Finally, we are also a global brand platform, helping to raise expectations and perceptions of the brand in a relevant and exciting way for our customers around the world. This book is a celebration of our work and progress so far.

Michel Nandan, Team Principal

We have been very pleased with the outcome of our debut season in the extremely competitive World Rally Championship. We were under no illusions about how tough this season would be but we have learned a lot from this testing year - and accumulated some very good results along the way. From a blank sheet of paper, we have built a team of 120 dedicated professionals, developed a competitive Hyundai i20 WRC car and achieved a number of important milestones. We have taken our first stage wins, our maiden podium and a memorable 1-2 in Germany - a day I am sure none of us in the team will ever forget.

This yearbook aims to tell a little about our fantastic story so far, and is a tribute to the tireless work behind the scenes of everyone involved with the project.



The Journey Begins

Our story started officially on 27 September 2012 at the Paris Motor Show when it was announced that Hyundai would return to the FIA World Rally Championship (WRC), competing with a WRC derivative of the i20 developed and operated by an in-house team based in Europe. The announcement created much interest among media and fans alike.

At the start of December 2012 – on a cold and snowy morning at a test facility outside Frankfurt – a group of motoring journalists was treated to co-drive sessions in a modified i20. The gathered media, most of them part of

the prestigious “Car of the Year” judging panel, wrote that this was the start of the journey but they could already see passion and commitment.

Days later, on 19 December, Hyundai Motorsport GmbH was established with Gyoo-Heon Choi as President. A facility not far from Frankfurt had also been found as home for our team. The programme was underway.





Starting from Zero

In January 2013, WRC veteran Michel Nandan joined as Team Principal of the small but growing group at the new base in Alzenau, Germany.

With a selection of managers and engineers from Korea, Michel quickly set about recruiting the rest of his core team including Bertrand Vallat leading the design office and Ernst Kopp as Workshop Manager. Stefan Ph. Henrich joined soon after as Marketing and Communications Director along with Stéphane Girard as Engine Manager and Alain Penasse in the role of Team Manager.



Michel Nandan
Team Principal

One of World Rally's most experienced and influential figures, Michel Nandan's role is to ensure that the on-going development of the car and operation of the team align perfectly at each rally to achieve the best result for the company. With experience developing several championship-winning cars, he has overseen the growth of Hyundai Motorsport from scratch.

Alzenau

With over 6,000m² of space for workshops and 2,200m² for design offices and administration, our base in Alzenau near Frankfurt offers a large, flexible space with excellent transport and logistics links.

It is conveniently located close to Hyundai's European R&D and Design Centre, our European HQ and new vehicle test facility at the Nürburgring. Frankfurt, as a buzzing commercial and cultural centre, offers an efficient international airport to help with recruitment and logistics.



Geneva Motor Show

The prestigious show in March saw the unveiling of our spectacular new i20 WRC show-car livery that blended a dynamic treatment of Hyundai's corporate blue with an innovative use of characters from an ancient Korean script. Hunminjeongeum, thought to date from 1446, is a script to enable people illiterate in hanja to accurately and easily read and write the Korean language.

In addition to the exciting new livery, the car also provided a glimpse of upgrades to the chassis, aerodynamics and suspension that would be adopted on later test cars.





First Shakedown

In mid-May 2013, at a disused airfield in France, we fired up the prototype i20 WRC at the very first shakedown test. Although it was kept secret at the time to enhance interest and increase speculation, Finnish driver Juho Hänninen was behind the wheel to check that all systems on the car were working as expected before testing began in earnest. The following week, the car covered 550km in a three-day comprehensive test to gather data and assess the initial baseline set-up.

From initial development and through intensive testing, the i20 WRC was the result of a collaboration between Hyundai Motorsport and the Namyang R&D facility in Korea. Aerodynamic development in the wind tunnel honed the shape of the car, while our global collaboration also extended to dynamic elements such as brakes, suspension and transmission.



Official Opening

By the time of the official opening of our facility on 13 June 2013, Hyundai Motorsport GmbH was employing 50 WRC specialists from 11 nations around the world.

At the inauguration of our 8,200m² building, representatives from Hyundai Motor Company and Hyundai Motorsport welcomed guests from Hyundai Motor headquarters in Korea and subsidiaries around the world along with local Bavarian authorities, stakeholders, media and partners. The invitees enjoyed a comprehensive tour of the facility and learnt that part of our role is to act as a performance engineering platform for the global business as well as a brand platform.

Testing Accelerates

During July 2013, the frequency of testing ramped up as we added more kilometres to the prototype i20 WRC with the car undergoing a period of intensive evaluation and development. To help with the pace of development, first we announced Frenchman Bryan Bouffier and then Australian Chris Atkinson as test drivers alongside Juho.

Later in the month, all three drivers tested the car on gravel for the first time, kicking up the dust in France as they made an initial assessment of mechanical components such as transmission and suspension on rough surfaces.





A Period of Intense Preparation

Through the summer months and into autumn, the i20 WRC was put through its paces on an ever widening variety of test conditions in France, Finland, Spain and Germany. Often wearing distinctive “zebra” bodywork camouflage, we evaluated the two latest spec i20 WRC cars on the fast forest stages and jumps of Finland, high altitude gravel as found on Rally Mexico, as well as tarmac terrain found on both Rally Spain and Rally Germany.

Michel Nandan’s view on testing and development: “The testing process is an ongoing cycle of evaluation and development for both components and the entire car. Individual elements including the engine, transmission, suspension, brakes and aerodynamics are tested against functional characteristics such as durability in a continual process to optimise performance. Development always involves finding the right compromise within the rules and with conflicting parameters such as weight, performance and reliability, while testing seeks to validate choices and options.”





2014 Driver Line-up Evolves

With rumour and speculation rife among the WRC community, November saw our announcement of some of the drivers for 2014.

First the pairing of Thierry Neuville and Nicolas Gilsoul joined, followed later in the month by Juho and co-driver Tomi Tuominen.

After a breakthrough year in 2013 in which he was Championship runner-up, Thierry was hot property in the rally

world and this confirmation of a multi-year partnership clearly established the intent of the Hyundai WRC programme.

Juho had been integral to the test programme throughout the year and was the ideal candidate to provide continuity during a year of competitive development.

As interested parties gathered on the morning of our Team Launch, we announced two more crews to join us in

2014. Bringing a wealth of experience to the programme, Dani Sordo and co-driver Marc Martí were joined by fellow veteran pairing of Chris and co-driver Stéphane Prévot.

This extensive line-up of drivers provided us with a strong combination of youth, experience, speed and consistency as we looked ahead to our first year of competition.







Ready to Rally

Over 150 journalists and guests gathered with fevered anticipation at the headquarters of Hyundai Motor Europe in Offenbach on 10 December 2013 for the launch of the new WRC team and the unveiling of the Hyundai i20 WRC car.

Our WRC challenger was one of the highlights of the morning. Featuring the logos of newly announced title partner Shell, we revealed the car along with the full line-up of drivers assembled for the inaugural year of competition with the fledgling Hyundai Shell World Rally Team.

We also announced that “N” would be used to symbolise Hyundai’s high performance technology on both the i20 WRC car and future mass-produced

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

Almost 12 months to the day from the foundation of Hyundai Motorsport GmbH, our team of more than 90 staff from 18 nations was ready to start rallying. With Rally Monte-Carlo just three weeks ahead, we looked forward to 2014 as a year of learning.



1

Gap and Monaco
14-18 January
15 Stages
383.88 Kilometres
Asphalt



Result

Ret #7 Thierry Neuville / Nicolas Gilsoul

Ret #8 Dani Sordo / Marc Martí

Highlight: First event for our new team



Rally Monte-Carlo

As the Hyundai Shell World Rally Team, we embarked on our first foray in the WRC, tackling one of the toughest events on the calendar. Rally Monte-Carlo proved extremely challenging with unpredictable conditions. While both Hyundai i20 WRC cars retired on the opening day, we remained positive following some encouraging stage times.

Less than seven kilometres into the opening stage of Orpierre – St. Andre de Rosans, Thierry and co-driver Nicolas were caught out on Michelin super-soft tyres by the treacherous icy road surface at a tight right-hand corner. Unfortunately the damage sustained to their #7 i20 WRC was too substantial to continue.

Dani and Marc, piloting the #8 car, had a promising start and finished the opening loop of stages in third place overall. Team tyre strategy paid dividends in SS3 as Dani finished just eight seconds off the stage leader.

After midday service, Dani embarked on the repeat loop with renewed vigour and claimed a second fastest stage time. The strong start was short-lived however as a technical issue stopped him on the road to SS5. With no immediate fix possible, the Spaniards were forced to retire.

“Today was a proud moment for our young team as we made our first steps in the competitive World Rally Championship. We showed a good performance level and worked very well as a team, so in that regard it’s been positive,” said Team Principal Michel Nandan.

“Hyundai Motorsport has only been in existence for one year. We completed 8,000km with the i20 WRC in testing, but Monte-Carlo was our first proper test. It is a special rally, so it’s not easy to draw comparisons, but generally speaking we showed that Hyundai is here to compete seriously.”





Feature: New Approach to the Service Park





From our first day in the service park, Hyundai Motorsport made waves with a new approach to WRC incorporating hospitality and the team service area into one huge temporary building unit.

Marketing and Communications Director Stefan Ph. Henrich explains the thinking behind the concept: “Part of the job of the marketing team is to demonstrate Hyundai’s global ethos of New Thinking New Possibilities. By combining service area and hospitality in an efficient single construction, we have been able to bring guests and fans closer to the team while providing great facilities.”

On the first floor guests can follow the service from on high in the comfort of the catered lounge and dining area. Fans can access downstairs and watch our crews working on the car just an arm’s length away. Furthermore, the building includes a driver meeting room as well as a VIP room in Korean design.

The unit, which conforms to FIA size regulations, offers 450m² of space and is packed with all equipment and materials into as many as nine articulated trailers for transport to each European WRC event.

It takes 16 people between four and six days to install the unit and up to three days to dismantle it. Guests, as well as the team, appreciate the effort though, enjoying the integrated heating and cooling capability to cope with extreme conditions from winter to hot summer events.



Rally Sweden

We faced a steep learning curve at Rally Sweden but finished with a flourish by bringing both cars to the finish under “Rally 2” regulations. In our second WRC event we claimed our first eight Manufacturers’ Championship points as well as a lot of valuable mileage and experience.

Sweden and Norway’s winter wonderland provided the backdrop for some early promising performance potential from our young team. It was also another chance

to enjoy the championship’s first fully weather-proof and heated service and hospitality unit.

Unfortunately, both Hyundai i20 WRC cars were damaged and forced to retire after coming into contact with rocks during stages on Thursday. However, both restarted on the Friday which enabled us to gain useful experience of this unique event over the final two days.





2

Hagfors
5-8 February
24 Stages
323.54 Kilometres
Snow



Result

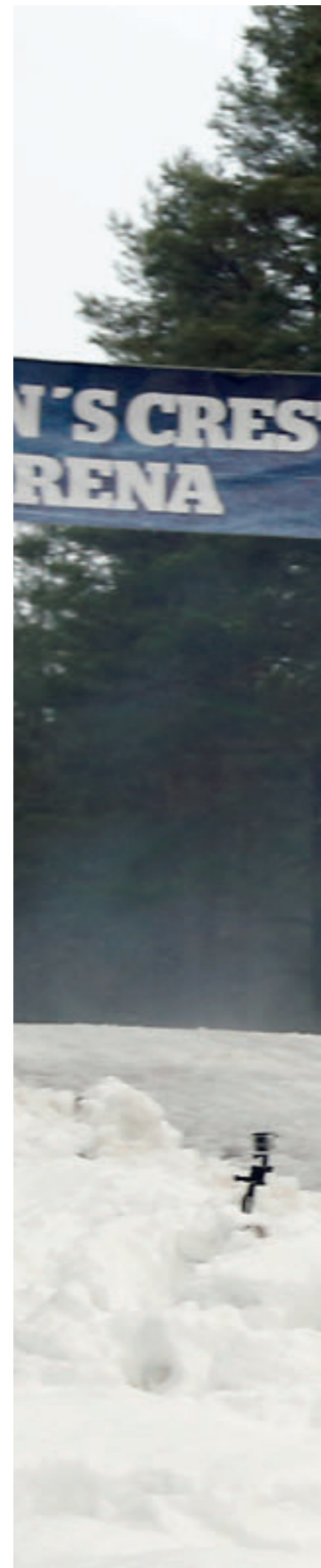
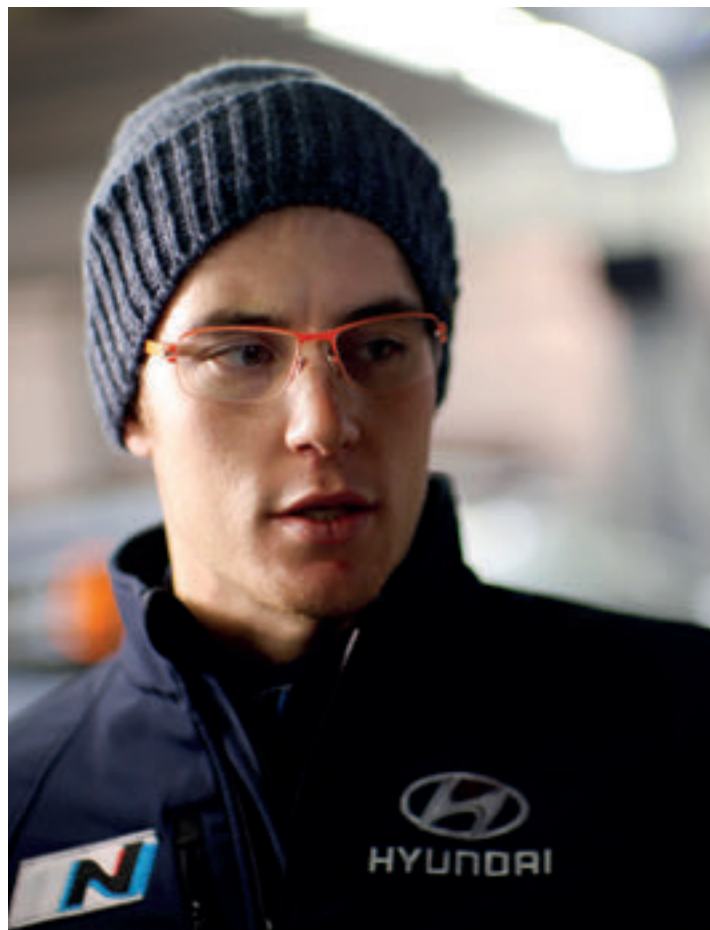
19th #8 Juho Hänninen / Tomi Tuominen
28th #7 Thierry Neuville / Nicolas Gilsoul

Highlight: First championship points /
Colin's Crest Award

Although not focused on stage times at this early juncture, it was satisfying to see Thierry's two second fastest stage times (Thursday's SS5 and Saturday's SS19). Despite a puncture in SS23 adding some last minute drama, this was a promising conclusion to his second rally of 2014.

Juho, in his first WRC event with Hyundai, clearly felt at home in the snowy landscape and was awarded the prestigious Colin's Crest Award for longest distance as he launched his #8 i20 WRC 36 metres off the famous Vargåsen jump. Juho and co-driver Tomi enjoyed a string of competitive stages and moved up into the top 20 overall despite incurring a 25 minute penalty for re-joining using Rally 2.

Michel Pandan concluded: "Overall we have had a tough but generally positive week here in Sweden."









Feature: Co-drivers

Although drivers typically get the glory, the co-driver is a critical part of the pairing, delivering in a difficult role that is not always fully understood.

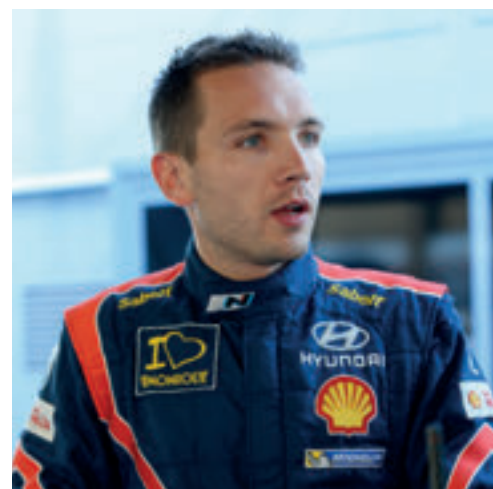
Rallying is all about teamwork and never more so than the team within the car. Far from just reading out pacenotes, a difficult enough job on its own, the co-driver is basically responsible for all decision making about the car on the road. This includes clocking into time controls between stages and at service, ensuring the car is fuelled correctly, navigating using a road book to all points on the rally route, communication with race control and even decisions on whether to stop on a stage to change a punctured tyre.

Co-drivers write pacenotes dictated by the driver during a low speed recce completed before the rally starts. Each driver/co-driver pairing has their own

system to summarise the road ahead, capturing fine details including corner severity, road surface changes and hazards. While it might be argued that mistakes from drivers are more common, errors from co-drivers also have a big impact on results. Incorrect or incomplete notes can cause big accidents, while clocking in early to a time control incurs a large penalty that is almost impossible to make up in the highly competitive WRC.

With stages generally run twice, the co-driver might even need to update his notes during the first run, without losing concentration, to help improve the performance on the second run. At the same time the co-driver needs to support, encourage and coach the driver, or perhaps keep him calm if necessary.

All this while being driven over rough roads at hair-raising speed.

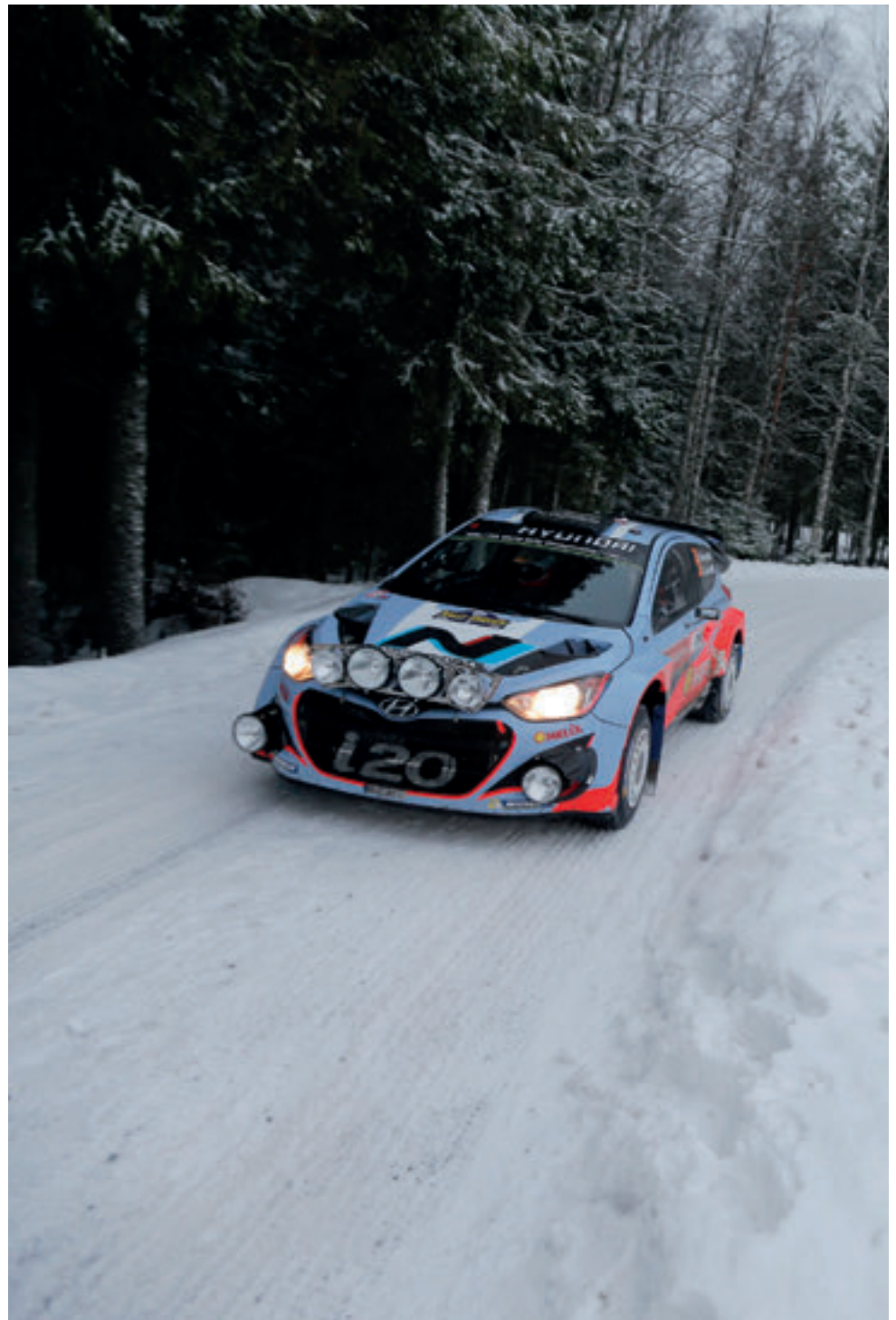


Behind the Scenes Heroes: Race Control

One of the ultimate behind the scenes areas of the Hyundai Shell World Rally Team is our race control. Here our team management and rally engineers manage the operation and keep in contact with each Hyundai i20 WRC moving on the rally route. Engineers and mechanics can only work on the car during service, so drivers and co-drivers are left on their own during the rest of the day but with radio support from race control.

Team Manager Alain Penasse describes the environment in the truck: “Access to our race control is extremely exclusive and silence compulsory for optimal concentration as drivers and engineers talk between the stages about changes to the car, settings adjustments, fixes or information on the competitors. It is of the utmost importance that nothing is misunderstood. For this reason, and due to the confidential nature of many conversations, our race control is located inside the purpose-built management truck rather than within the hospitality and service building.”

Key resources include an internet connection for everyone working inside race control as well as the latest weather forecasts and radio systems for staying in touch with drivers and co-drivers out on the stages and road sections.





3

León
6-9 March
22 Stages
399.93 Kilometres
Gravel



Result

3rd #7 Thierry Neuville / Nicolas Gilsoul
7th #8 Chris Atkinson / Stéphane Prévot

Highlight: First podium



Rally Mexico

We celebrated a landmark result in Mexico with both Hyundai i20 WRC cars finishing the gruelling 22-stage rally in style and lead driver Thierry scoring our maiden podium in third place.

The Belgian showed steady progress after acclimatising to the gravel terrain and high altitude on the first full day. Thierry put in a string of competitive stage times on Saturday to edge his way into the podium positions before continuing his fine form to consolidate the position and pick up 15 drivers' points.

Sunday wasn't without its moments of drama as the #7 i20 WRC developed a

radiator leak at the conclusion of the final stage. Fortunately, Thierry and Nicolas were able to refill it using a ceremonial bottle of Corona beer. In the end they made it safely back to the service park enabling us to celebrate a well-earned first podium result.

Australian Chris Atkinson finished in a commendable seventh place overall in his first rally for the team. Chris and co-driver Stéphane had to overcome technical issues on the opening day but still registered a top ten position heading into Saturday's stages.







The pair continued to fight hard despite encountering demanding conditions through the Mexican gravel terrain as one of the first drivers to contest each stage. They achieved the target of completing the rally and ensured that in just our third WRC event, both cars completed the entire rally distance for the first time.

Thierry summed up the mood in the team: "We are incredibly happy to have scored this podium result. It's been a real team effort and I'm proud of what we've achieved, even if there is much more to come."

afone

wrc Fafe Rally Sprint

Rally de Portugal 2014

AUTOMÓVEL CLUB DE PORTUGAL

Feature: Fafe Rally Sprint

The Fafe Rally Sprint is a modern warm-up for Portugal's WRC round which takes place in the heartland of the country's rally fan base where our driver Dani is a firm favourite. We took part in the event for the first time in 2014 with one Hyundai i20 WRC run by our test team and piloted by Dani, who won the event in 2013.

With a total of 32 entries, including notable drivers from all the major WRC teams, many used it to entertain the huge crowds and as a last-minute testing opportunity. After three runs through the stage Dani finished just 2.2 seconds adrift of winner Sébastien Ogier in third.

"The fans in Portugal are passionate about their rallying and I always get a lot of support from the crowds here. It was great to see them out in such huge numbers, to show them the i20 WRC and refine our set up for Rally Portugal," said Dani after the event.

Running for the third year, the event featured six kilometres of the iconic Fafe-Lameirinha stage near Porto. The course's famous jump has an unofficial leap record of 73.5 metres, over double that of Juho Hänninen's winning distance at Colin's Crest during Rally Sweden in February.

An estimated 100,000 spectators flocked to see Dani, the cars and other competitors before the rally proper began in the southern Algarve region.





Rally Portugal

We secured our first WRC stage win followed in quick succession by two more at Rally Portugal. This performance milestone was achieved by Spaniards Dani and Marc, in their second event of the year, driving a third i20 WRC registered under “Hyundai Motorsport N”. It was also the first event with three Hyundai cars. It was tough, however, with only two of our three cars reaching the finish. Thierry and Nicolas were

the top ranked Hyundai pairing in seventh place while Finland’s Juho and Tomi finished eighth overall.

Dani with co-driver Marc held a strong fourth position just 20 seconds adrift of third place heading into the final day. They were cruelly robbed of a chance to fight for a podium when a broken front left driveshaft forced car #20 to retire even before SS14 got underway.





4

Faro
3-6 April
16 Stages
339.46 Kilometres
Gravel



Result

7th #7 Thierry Neuville / Nicolas Gilsoul

8th #8 Juho Hänninen / Tomi Tuominen

Ret #20 Dani Sordo / Marc Martí

Highlight: First stage win / First time leading the rally

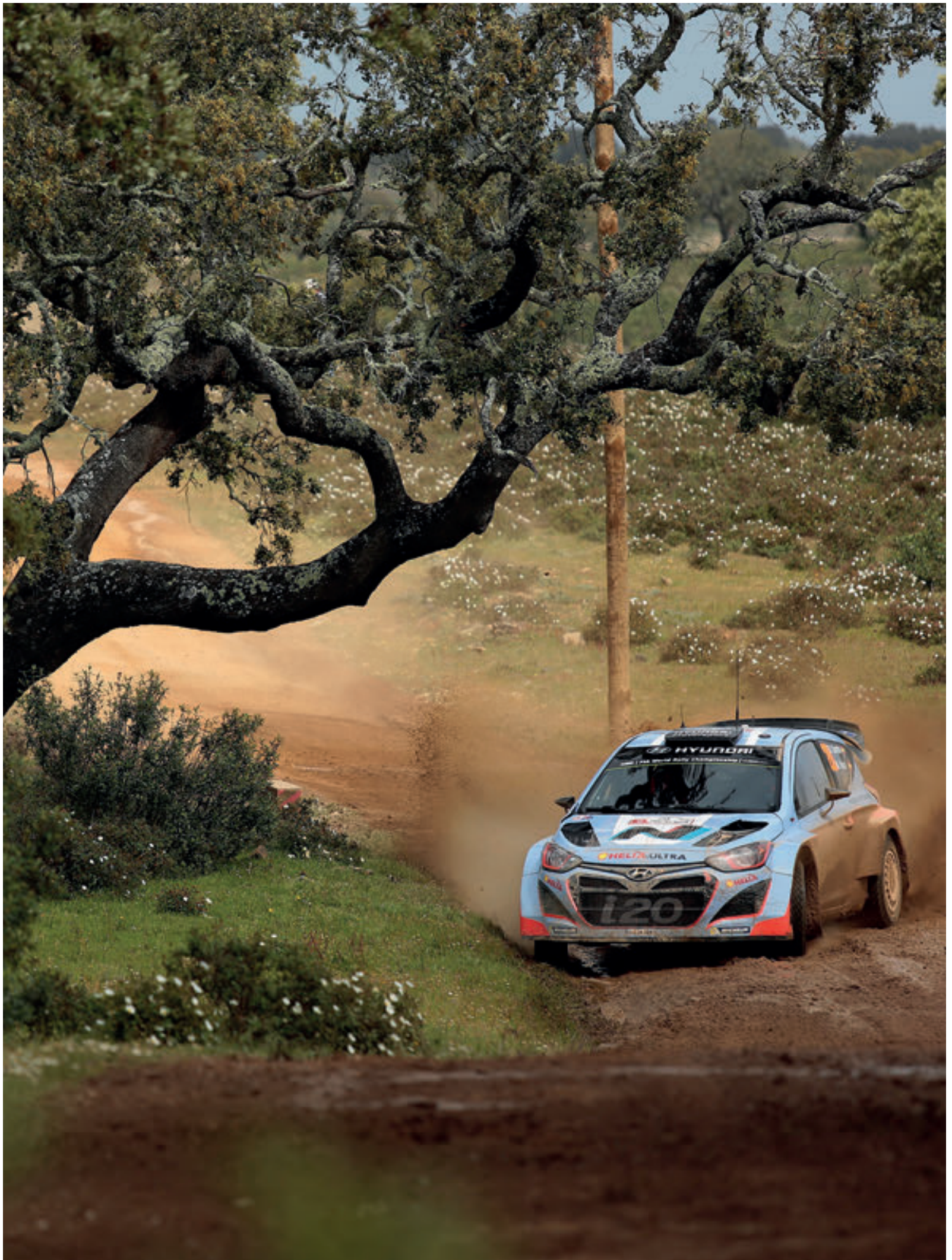


However, two impressive stage wins on Friday's morning loop, which also allowed them to lead the rally for a short time, were the biggest achievements to date for our fledgling team.

The other two crews continued to help the team acquire more valuable experience in Portugal with mature and professional performances. Building momentum as the event progressed, Thierry and Nicolas clinched their first stage win of the season on Friday afternoon and continued to show pace throughout the rally despite suffering damaged suspension and a transmission problem.

"We worked efficiently as a team to run three cars for the first time," reflected Team Principal Michel Nandan. "The drivers navigated some slippery and unpredictable conditions and we reached some very pleasing milestones. Claiming three stage wins out of six on Friday shows the performance of the Hyundai i20 WRC. Our objective this year is not to win or score podiums but it is encouraging to see we have the potential to do so."





Behind the Scenes Heroes: Logistics

The role of logistics has the feel of a giant iceberg. We only see a very small amount of the work that goes on to get people and equipment to each round of the WRC, tests, business trips and other events throughout the year.

Alain Penasse summarises the task facing team logistics: “For rallies we move approximately 60 people around the world for one week at a time. Everything and everyone must arrive on time, with the correct temporary visa, and in the right place. Once on site, they also need a place to stay, transport, catering facilities and even things

such as doctors or other emergency assistance.”

Assuming everything goes to plan, hotels (around 4,160 room nights) are booked around one year in advance followed by a general plan three months ahead of the event. Flights are typically booked one to two months before the team needs to be there.

The main difference between European and long haul overseas events is in the use of sea and air freight containers with longer lead times.

Our logistics team takes care of the service and hospitality structures for overseas events while Hyundai Motorsport partner AMG is in charge of movements throughout Europe. Truck drivers moving gear around Europe are subject to special driving hours stipulations depending on the country they are in. For overseas, five 12-metre sea freight containers (50 tonnes of equipment) leave Alzenau in January and don't return until mid-November following Rally Australia.





Throughout the year there is also the task of transporting five reconnaissance cars (two of which are spares), eight trailers, two reconnaissance vans, six Hyundai i20s, eight H1s, two i40s, two ix35s and two Santa Fes.

This is when everything goes to plan. If we have an unfortunate retirement, our logistics team gets to work to change the initial plan within a few hours to organise an earlier return for some personnel so they can have more time to prepare for the next event.

Sometimes mitigating factors can be completely outside of our control and are often last minute, such as flight delays. Our logistics department is always on hand to organise alternative arrangements to get everyone where they need to be.

Feature: Invitation to Korea





Between Rally Argentina and Rally Italy, a number of our team and five of the drivers accepted an invitation from our headquarters and set off on a memorable trip to Korea to visit Hyundai Motor Company's home country. Thierry, Dani, Juho, Chris and new team driver Hayden Paddon, along with their co-drivers, key personnel and staff from various departments flew from Frankfurt to Seoul for a short three-day visit.

It was Hayden's birthday on day one which we celebrated with a special dinner together with our Korean colleagues in Seoul after seeing the city from on high at the top of the 237.6m Seoul Tower.

Day two included a visit to Hyundai Motor Company's headquarters in Seoul for a presentation on the company's origins before heading to Namyang to Hyundai's Research and Development Centre.

Namyang R&D Centre, with its 10,000-strong workforce, collaborated closely with us for one of the most intensive WRC development programmes ever to make sure our i20 WRC made it to the start line in Monte-Carlo. Along with work on the engine and components of the car, the facility houses its own wind tunnel which helped perfect the aerodynamic flow for parts such as the rear wing, front splitter and wheel flares.

"It was really interesting and emotional to see all this, how our Korean colleagues are working and how the WRC programme was launched here," said Thierry. "We were really lucky to have the chance to visit the wind tunnel and meet some of the engineers who helped develop the WRC car and Hyundai's road car technology."

The final day took in cultural sights of Korea including the Changdeok Palace and National Museum of Modern and Contemporary Art. This was just one of the trips Hyundai Motorsport took to headquarters; other team members visited on a second trip in November as part of an open invitation for everyone in the team. These visits help build a strong corporate loyalty and enabled us to better feel the spirit of our parent company.







5

Villa Carlos Paz
8-11 May
14 Stages
405 Kilometres
Gravel



Result

5th #7 Thierry Neuville / Nicolas Gilsoul
Ret #8 Dani Sordo / Marc Martí

Highlight: More stage wins

Rally Argentina

In May, we completed our most demanding WRC event to date with a commendable fifth place finish at the hands of Thierry and Nicolas in Argentina.

Following Dani's impressive performance in Portugal, recording the team's first two stage wins, we gave him another opportunity to compete on gravel in front of his huge Hispanic fan base in South America.

Unfortunately, neither Hyundai i20 WRC was able to finish the final test of the first day, the arduous 51.88km Ascochinga-Agua de Oro stage, after both suffered similar exhaust manifold issues.

Our mechanics worked tirelessly through to 3am in order to repair cars #7 and #8

to successfully rejoin under Rally 2 rules the next day.

Thierry fought back to post a stage win on Saturday afternoon and moved into fifth place. Dani, however, was forced to retire after hitting a ditch hard during SS6. We opted to stop the car to prevent further damage to engine components, including the turbo and intercooler, in order to carry out a thorough inspection at service as well as back at Alzenau.

Road conditions were far worse than anticipated as a result of heavy rainfall around Córdoba in the preceding months. Downpours washed away a lot of the road surface, resulting in potholes which caused havoc with the drivers' approach.



This was confirmed by Michel Nandan when he summarised the event: “The conditions have been some of the worst we’ve seen so I commend the team and our driver crews for their professional approach. We know that our i20 WRC can be quick and we have identified points where we can improve reliability in several areas. We might not have achieved a two-car finish but in these extremely tough conditions we leave Argentina as a much stronger and wiser team.”







Feature: Taste of Victory at Rally Antibes



French duo Bryan Bouffier and co-driver Xavier Panseri drove their Hyundai i20 WRC to victory at Rally Antibes - Côte d'Azur in May claiming our maiden win in competition. The wet weather conditions in the afternoon loop together with a good tyre choice allowed Bryan to set some quick times and take a lead that he kept to the end.

We entered Rally Antibes with recently-signed and returning development driver Bryan with the joint aims of accumulating mileage on tarmac in a competitive environment and testing components for upcoming asphalt rallies.

We focused mainly on assessing the brakes, transmission and engine maps of the car on tarmac.

In order to conduct a full and meaningful test, the team tried to recreate the same conditions encountered in the WRC by using Michelin tyre compounds and Petrochem fuel, both of which differ from those used in the French Rally Championship.

Based in the French Riviera, the event's itinerary featured 12 special stages totalling 212.58km, run over two days as two loops of six stages. With the

tests run in the Alpes-Maritimes region, competitors tackled iconic roads like the Col de Blaine, Col de Braus and Col de Turini, including some sections of the legendary Rally Monte-Carlo.

"I'm really happy to win Rally Antibes," Bryan said. "It was the perfect event for us to test as it's a mix of fast and flowing and more technical roads. It was nice to be back in the i20 WRC and I could feel a big difference since I last drove it at the end of November last year."



6

Alghero
5-8 June
17 Stages
364.5 Kilometres
Gravel



Result

12th #20 Hayden Paddon / John Kennard
16th #7 Thierry Neuville / Nicolas Gilsoul
Ret #8 Juho Hänninen / Tomi Tuominen

Highlight: First one-two rally lead



Rally Italy

In Italy, we achieved a number of important objectives in the quest to evolve the i20 WRC for the tough challenges faced in the championship. In just the second event running three cars, the team managed to lead the rally with two different drivers early on and also collected the first points for the second registered Hyundai Motorsport N team.

Despite a number of set-backs on Friday, in which car #8 of Juho and Tomi was forced to retire, we persevered and completed the rally with Thierry and Nicolas in the i20 WRC #7 and Hayden with co-driver John in car #20.

Thierry continued to identify areas of improvement on the tough, slippery

terrain. This not only improved the car on this event but was helpful in assessing different suspension settings, specifically beneficial for the following rally in Poland.

He summed up the weekend: "We have really made good use of our time here in Sardinia to work hard on developing our Hyundai i20 WRC and have progressed our understanding of the strengths and weaknesses of the car in these challenging conditions."

New Zealander Hayden successfully completed his debut rally with the team, learning more with each stage. The 27-year-old adopted a mature approach and settled in with ease.







However, an engine misfire during Saturday's final stage (after going through a water splash) needed hard work from the mechanics during the night so he could rejoin using Rally 2 for the final day.

With six WRC events under our belt, we continued to build experience in the competitive rally environment.

The week following Rally Italy marked the one-year anniversary of the official inauguration of our facilities in Alzenau and progress made over this short amount of time was staggering.

Feature: Test Team

The logistical and time demands of thirteen events in the WRC mean that we actually run two separate teams, one running the cars on championship rallies and another running the test cars between rallies.

Our test team of mechanics travels all over Europe assessing the car set-up in pre-event test (PET) sessions that mimic conditions expected on that rally. In our first year of competition this has been an essential aspect of our learning as we develop the car and find the best settings for each rally. Team members from engineering also typically travel with the test team to maintain a consistent approach to development and ensure optimal set-up in different conditions.

Service time is not limited by rules on a test, but it's still important for the test team to work quickly to maximise the time the car spends on the road. Drivers try different settings for brakes, transmission, tyres and suspension as it's important to compare performance with various options.

Occasionally the test team has the opportunity to hone their skills in a competitive environment, such as the Fafe Rally Sprint. Although the team had already run a PET before Rally Portugal, this event was a great opportunity to collect more valuable test data and also to introduce team members to the extra challenges of a live event and competition conditions.







7

Mikolajki
26–29 June
24 Stages
362.48 Kilometres
Gravel



Result

3rd #7 Thierry Neuville / Nicolas Gilsoul
6th #8 Juho Hänninen / Tomi Tuominen
8th #20 Hayden Paddon / John Kennard

Highlight: Second podium



Rally Poland

We secured our second podium result of the 2014 season with Thierry and Nicolas claiming third place in an action-packed Rally Poland.

In just our seventh WRC event, our rookie team was rewarded for all its hard work with the first three-car finish as Juho and Hayden also completed the rally inside the top eight overall, in sixth and eighth respectively.

All three Hyundai i20 WRC cars and crews demonstrated podium potential registering quick stage times during the weekend.

Thierry scored a stage win in the 14.41km Stare Juchy 2 stage, Juho topped the times in SS2 while Hayden, in just his second WRC event as a Hyundai driver, finished 0.7s off a stage win in Friday's SS4.

Thierry had a strong Rally Poland, fighting hard and showing competitiveness and determination to make his way onto the podium from tenth.



Thierry commented: “It has been a positive weekend for us and I am pleased with the podium result. This rally was hard. You had to find your confidence and once you have that you can be really fast. The entire team worked really well together to tackle the rally in a calm and focused way.”

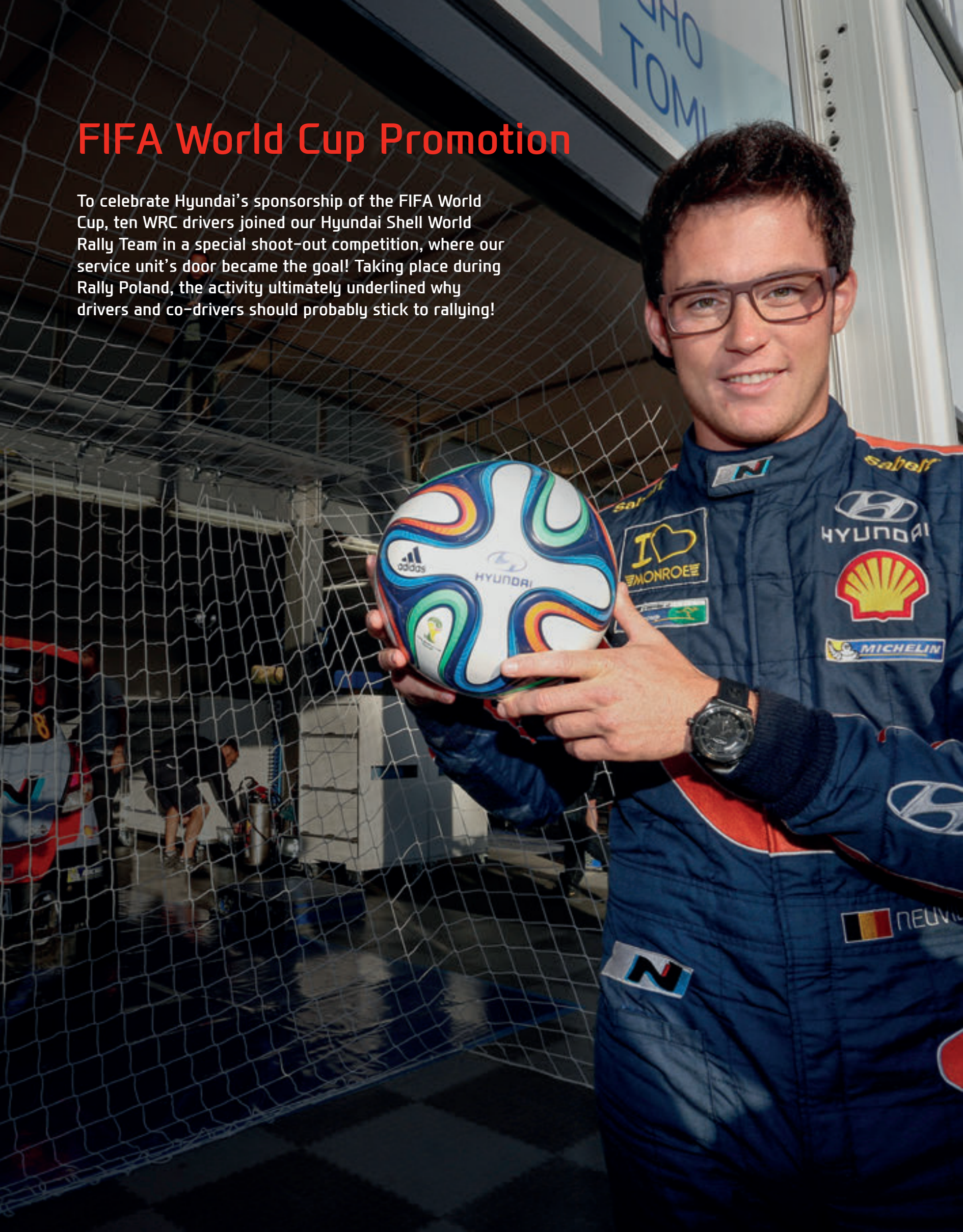
Juho also showed some impressive pace in Poland with a stage win on the opening day and sixth place, his best result of the season. Meanwhile, young Kiwi driver Hayden claimed his first top eight result after a rally of progression and learning.

Team Principal Michel Nandan said: “We can be very proud of our achievements in this rally. All three driver crews performed strongly, had good pace and showed the potential of the Hyundai i20 WRC when everything comes together. Considering the comparative infancy of our team, this is very encouraging.”



FIFA World Cup Promotion

To celebrate Hyundai's sponsorship of the FIFA World Cup, ten WRC drivers joined our Hyundai Shell World Rally Team in a special shoot-out competition, where our service unit's door became the goal! Taking place during Rally Poland, the activity ultimately underlined why drivers and co-drivers should probably stick to rallying!



Feature: Goodwood Festival of Speed

Our Hyundai i20 WRC made its UK debut in stylish fashion at the iconic Goodwood Festival of Speed event in June. Dani put the car through its paces the same weekend his teammates Thierry, Juho and Hayden contested Rally Poland.

The rally-specific gravel event runs alongside the famous tarmac hillclimb. This was the first time since the stage's inception in 2005 that runs were timed and a prize awarded to the quickest driver. Dani clinched the fastest three recorded laps with an aggregate time of 7m49s around the 1.9km Forest Rally Stage.





A network of paths through the woods provides spectators with the opportunity to get up close to the noise and drama of new and old rally cars as they tackle the special stage against the clock.

“As a driver, it’s great to be a part of a festival that celebrates motorsport and engages with so many fans from across the globe,” Dani said.

“It was a privilege for me to show what the Hyundai i20 WRC car is capable of at such a popular event. This was the first time fans in the UK were able to see our car in action, so it was important to put in a good performance while my teammates were in Poland. To come away with the fastest times of the weekend against some great drivers was just fantastic.”



Feature: Helsinki Battle

Prior to Rally Finland, our drivers Thierry and Juho took to the streets in a very special Helsinki Battle event where past legends of rally were pitted against their 2014 counterparts in current cars including our Hyundai i20 WRC.

On a bright and sunny summer day, more than 30,000 spectators turned out in the Finnish capital to watch the event, which kicked off with Juha Kankkunen driving demonstration laps of the 1.65km track in his ex Hannu Mikkola 1985 Audi Quattro S1.

In the legends class, with top Finnish rally drivers from previous years of the championship, each driver had a five-minute warm up to master the present day cars they would race in the following two heats. At the wheel of our i20 WRC, 2000 and 2002 Champion Marcus Grönholm set an unbeatable time of 1m30.0s.

This was a fantastic indicator of the competitiveness of our car at the hands of one of the most experienced WRC drivers. The Finn was 0.8 seconds quicker than Tommi Mäkinen in front of Juha in third and Markku Alén in fourth.

Then the current WRC stars took to the track. Thierry was only half a second off the winning pace with 1m28.5s but had to settle for third. That meant Marcus was in the final, his i20 WRC up against Citroën driver Mads Østberg who eventually took victory against the two-time World Champion.

“It was great fun to drive the car in front of all our home rally fans and alongside these rally legends,” said Juho who set a time of 1m29.7s.







8

Jyväskylä
31 June–3 August
26 Stages
360.94 Kilometres
Gravel



Result

6th #8 Juho Hänninen / Tomi Tuominen
8th #20 Hayden Paddon / John Kennard
Ret #7 Thierry Neuville / Nicolas Gilsoul

Highlight: Two-car finish inside the top ten

Rally Finland

Finland, arguably the fastest and most spectacular event on the WRC calendar, provides a unique challenge for cars and drivers, so we were pleased to finish with two of our cars scoring points in the top ten.

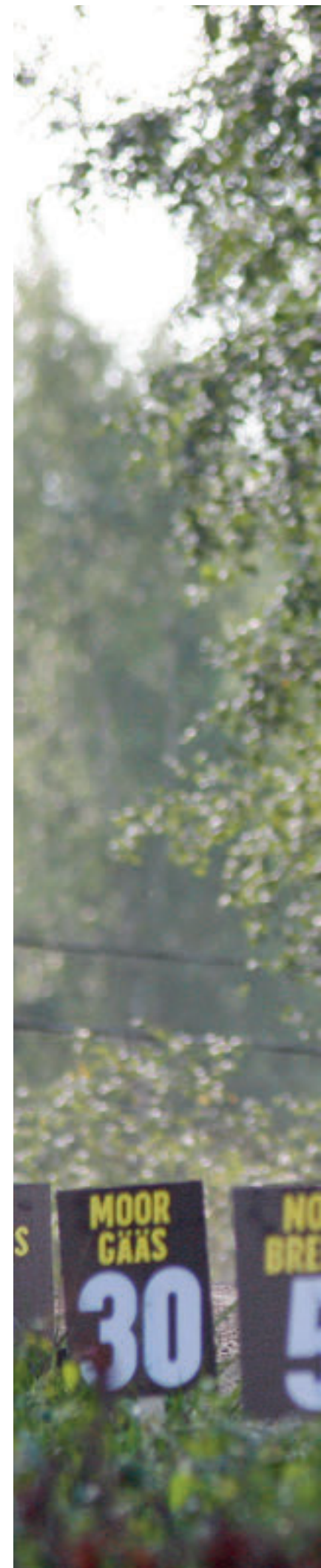
Both Juho and Hayden were embroiled in a close battle for sixth place on the last day. Finland's final trio of stages included the ultra-fast and spectacular 23.02km Myhinpää course which placed emphasis on power and driver commitment.

Home heroes Juho and co-driver Tomi recovered from an off-road excursion on Friday with another run of competitive performances in front of their fans. The flying Finns set the fourth fastest time in the Myhinpää stage propelling them up into sixth overall to help secure their second consecutive sixth place finish.

Our Kiwi crew of Hayden and John enjoyed their most competitive rally to date, dicing with experienced teammate Juho. Ultimately, power steering problems on Sunday prevented them from maintaining an excellent run of form and they dropped to eighth.

Thierry however wasn't comfortable with his pace notes early on and lacked some confidence in the conditions but brought his car safely to the end of the first day. On day two, the crew was straight on the pace until they went wide into a corner and clipped a rock. They subsequently hit a tree on the side of the road causing significant wing damage. During service later in the day, the FIA technical delegate inspected car #7 and deemed the roll cage irreparably damaged from the incident, forcing the Belgian pairing to retire.

Overall, Michel Pandan was pleased with progress: "While the event was always likely to present our young team with one of its sternest tests of the 2014 championship, it was satisfying to show flashes of competitive pace and overall improvements to the i20 WRC cars."







Feature: Fan Relations and Friendly Rivalries

WRC is renowned as a highly competitive but also friendly and inclusive form of motorsport.

With drivers from six different countries, our team has many enthusiastic fans following us on events around the world. Groups of fans supporting their heroes often make themselves very visible by flying flags and cheering on stages and in the service park. Thierry's official fan club is comprised mainly of very excitable and animated Belgians from his home in the east of the country. On what was in effect their home event, these enthusiasts were out in force in

Germany and certainly knew how to celebrate when Thierry claimed his first WRC victory.

Meanwhile, Dani has an equally passionate following in all of the Iberian locations and Spanish-speaking venues overseas.

Though long distances make it more difficult, hardy fans from "down under" make sure that Hayden and Chris do not lack in support and appreciation.

Despite the high levels of competition, friendly rivalries are also apparent

amongst the teams. Members from competitor teams are often the first to congratulate each other after a notable performance, as they did when we repaired Thierry's i20 WRC after his shakedown accident in Germany. Volkswagen Motorsport even loaned us their confetti machine to celebrate our first win, while we were among the first to recognise and congratulate them on winning the Manufacturers' Championship in Australia.





Behind the Scenes Heroes: Marketing and PR

Responsible for everything from car livery to press relations, from hospitality to social media, and from merchandise to sponsor relationships, the small marketing and PR team works hard behind the scenes to create experiences and a professional but friendly image.

The key to success is great preparation. During the second half of 2013 while the car was developed and tested, the marketing team was planning and developing the concept for hospitality and creating designs for everything from car livery to team clothing and from menus to merchandise.

The distinctive look of the team is based around the Hyundai “rally mix”, a combination of a special light blue together with neon orange. This is

featured on the Hyundai i20 WRC cars and support vehicles, throughout the hospitality unit, on team clothing and printed materials.

While marketing prepares guest programmes for each round of the championship and works with sponsors to ensure a productive partnership, the PR team engages with fans using social networks including Twitter, Facebook and YouTube, and with the motorsport media through briefings, interviews and press releases. While the intensity and frequency increases around a rally weekend, the trick is to build a steady flow of communication and engagement with all of these audiences. With pre-event test sessions, previews and reviews of events and other announcements, there is always

something interesting happening in the team that fans and the media want to hear about.

While the preparation for an event and foundations for its success are built at Alzenau, members of the marketing and PR teams are on hand at each rally to ensure that guests, sponsors, fans and the media have a positive experience of Hyundai Motorsport.



9

Trier
22–24 August
18 Stages
326.02 Kilometres
Asphalt



Result

1st #7 Thierry Neuville / Nicolas Gilsoul

2nd #8 Dani Sordo / Marc Martí

Ret #20 Bryan Bouffier / Xavier Panseri

Highlight: First victory, a 1–2 finish /
First Power Stage points





Rally Germany

At our home event we scored a sensational maiden victory with Thierry leading teammate Dani for a historic 1-2 finish. This result was even more special as Rally Germany's service park in Trier is just 225km from Alzenau.

The script for this rally was straight out of a fairy tale. From a major crash during shakedown that threatened Thierry's participation in the event, our mechanics

worked 18 hours to fix the car in time for the first stage on Friday morning before clinching the win on Sunday.

Thierry and his co-driver Nicolas were in contention for a podium at the start of Sunday, embroiled in a close battle for second, when retirements of the two leading cars in consecutive stages elevated the Belgians to the rally lead.

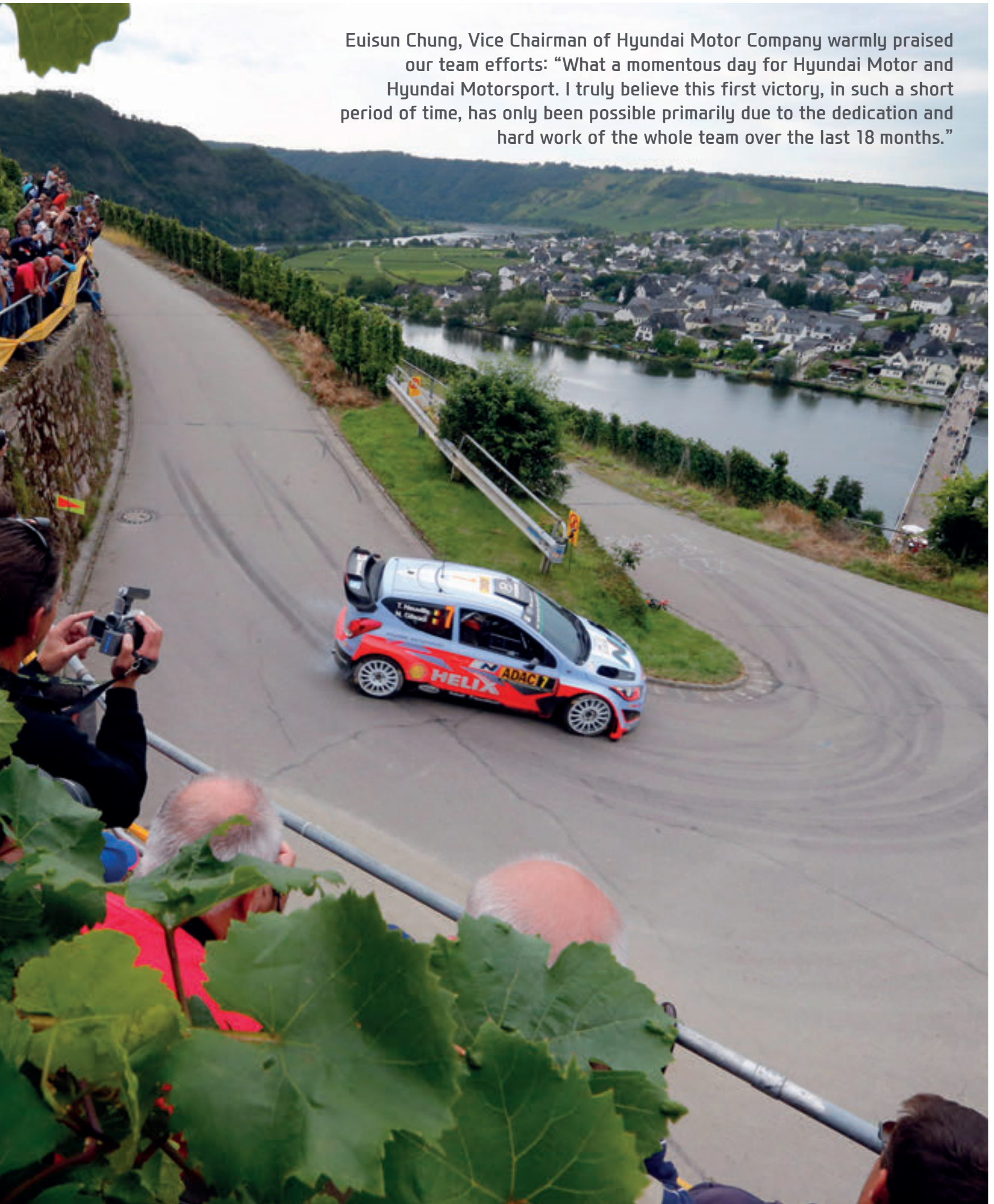
Thierry kept his focus to bring our #7 Hyundai i20 WRC car home for the win - his first in the WRC. He also collected two extra Drivers' Championship points for second fastest in the Power Stage.

Thierry said: "Everyone has worked so hard in the past year to get us to where we are this season so to celebrate my debut WRC win with them is very special. It is even better that we have a 1-2 in our home event. I am particularly thankful for the team's hard work. They did a fantastic job after our roll to get the car repaired which makes this result more incredible."

In their first WRC event since Argentina in May, Dani and co-driver Marc got quickly reacquainted with the car to post impressive stage times from the start of the rally. Dani was in the hunt for a podium at the end of Friday but lost time on Saturday afternoon with a spin on the wet roads. Nonetheless, he kept going and maintained his pace to take second place behind his teammate achieving his first podium of 2014 and a vital contribution to our incredible 1-2 result.



Euisun Chung, Vice Chairman of Hyundai Motor Company warmly praised our team efforts: “What a momentous day for Hyundai Motor and Hyundai Motorsport. I truly believe this first victory, in such a short period of time, has only been possible primarily due to the dedication and hard work of the whole team over the last 18 months.”





Bryan rejoined Rally Germany under Rally 2 regulations after he came together with a concrete roadside Hinkelstein on Saturday's final stage. The Frenchman then unfortunately went off at the start of the Power Stage and was unable to complete the event.

Team Principal Michel Nandan said: "I feel a little bit like I am still dreaming. We could never imagine that coming here, in just our ninth WRC rally, that we would be celebrating a 1-2 result. It is quite remarkable and very special. Our team has been absolutely first class and it is thanks to each of them - here and at Alzenau - that we have this result. The drivers have been on competitive form since the first stage and they thoroughly deserve this."



Days to Victory

It was just 576 days from the announcement of Hyundai joining the WRC to the i20 WRC's first victory, although that timeframe saw one of the most intensive development programmes in the championship to date. Perhaps even more impressive was that the time between the very first test and first win was much shorter. Only 460 days elapsed from the initial shakedown of the car on 21 May 2013 to the first victory on 24 August 2014.



Behind the Scenes Heroes: Mechanics

In the workshop, teamwork is what allows us to achieve what might initially seem impossible. At no other event was this more pronounced than Rally Germany, where our mechanics worked non-stop for 18 hours to repair car #7 in time for the first stage.

Ernst Kopp summarised the huge effort by the team: “We stripped the car down completely to a naked chassis and rebuilt it again, replacing the roof and part of the roll cage as well as the bonnet, bumpers, side panels and tailgate.”

The force-majeure situation called for a coordinated plan of attack. Our main #7 crew took out the engine and other mechanical parts while four other mechanics took off the roof and panels. Thierry's number one mechanic

delegated tasks and monitored the progress to ensure the team was on track.

Because of the proximity of the rally to Alzenau, we were able to call home for parts and to bring our very own body shop mechanic from the factory to Trier with all the necessary equipment.

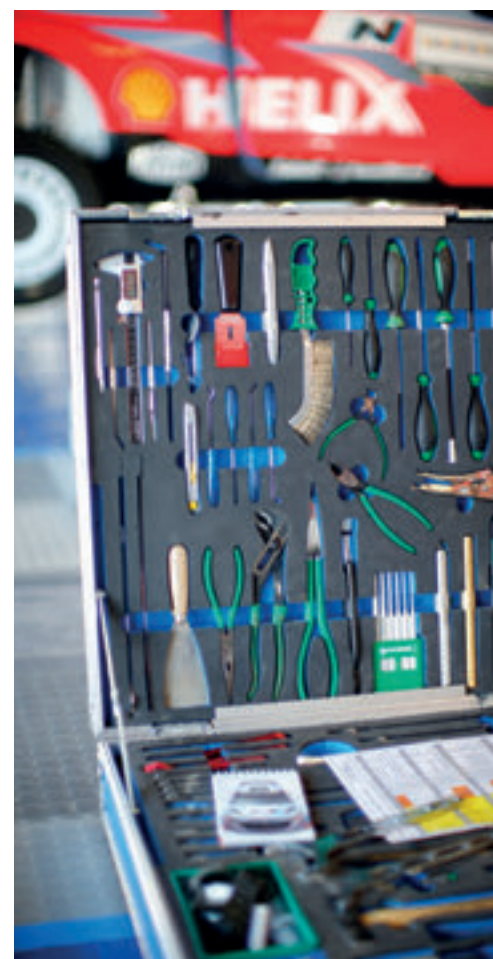
After working throughout the night car #7 was looking like new and ready to start the rally. When Thierry and Nicolas left our unit in the morning, team members from across the service park applauded our mechanics on a fantastic job.

During a normal service however, our mechanics always do a complete check of the car. Driveshafts are changed every day to ensure reliability during

the WRC's harsh stages and most common repairs can be completed within 20 minutes. Only an engine or clutch change takes more time as they require dismantling other parts around them.

At the only mixed surface event, Rally Spain, the entire suspension system including brakes and wheels were changed on each i20 WRC to switch from gravel to tarmac in a longer 75 minute service.

Another important role is in the hands of our test team who helped with the continual development of our Hyundai i20 WRC. While not restricted by the service times we face on a rally, the test team needs to change parts and settings quickly to test different configurations and to make sure we cover as many kilometres as possible.





10

Coffs Harbour
12-14 September
20 Stages
315.30 Kilometres
Gravel



Result

6th #20 Hayden Paddon / John Kennard

7th #7 Thierry Neuville / Nicolas Gilsoul

10th #8 Chris Atkinson / Stéphane Prévot

Highlight: All three cars finished
inside the top ten



Rally Australia

On our first trip to Rally Australia, we achieved our primary objective to get to the finish as all three Hyundai i20 WRC cars completed the 20-stage event inside the top ten. Hayden, in our #20 car with co-driver John, secured the team's top result in sixth. Thierry and Nicolas ended the rally in seventh with local hero Chris completing the top ten.

Hayden was involved in a captivating battle for sixth place on the unique Australian terrain. Recording their best WRC finish to date our Kiwi crew took the position on the penultimate stage after swapping times with competitor Mads Østberg throughout the entire rally.

Thierry continued to push hard to finish the rally in seventh position with some competitive stage times on Sunday including third quickest in SS19. It was a measured performance from the Belgian following time lost on Friday with damaged suspension.

In just his second WRC event of the season, Chris finished in tenth after a tough rally. His early struggle to find a good rhythm led to being first on the road on both day two and three which further impeded his progress as he lost time sweeping loose gravel and sand from the stages.





Team Principal Michel Nandan stated: “Firstly, congratulations to Hayden on securing his best ever WRC finish. He drove a mature and faultless rally from the start and it was a thrilling battle. We knew after Rally Germany that we would have to reset our expectations for this, our first trip to Australia, and so I am pleased to have all three cars finish inside the top ten.”







HYUNDAI NEW THING NEW POSS

It's Rally Time
in COFFS HARBOR

C. Atkinson
S. Prévot

HELIX ULTRA

HELIX

120

MICHELIN

HYUNDAI



Feature: Support Down Under

The final long haul event of the 2014 season, Rally Australia, was a special event for us with two of the three drivers classifying it as their home (or close-to-home) rally.

For almost 25 years, the Hyundai brand has been a part of the Australian automotive landscape and is the fastest growing brand in the country. Claiming over 8% of the new car market share against stiff competition, the brand is widely acknowledged as a global leader in design, safety and quality.

Hyundai Motor Company Australia stepped in to co-sponsor the rally and featured as naming rights holder to the Hyundai Super Special Stage, a 1.6km course run twice during the event.

For Australian Chris, the local support from fans was overwhelming and the 34-year-old took time to reflect on his career and achievements thus far.

“Your home rally is always special,” Chris said. “To bring an Australian to a World Rally Team and race on home soil, it doesn’t get any better for a driver. To get to drive Rally Australia again with a works team almost ten years after my first entry is incredible.”

New Zealand, which is just a three-hour flight from Australia’s east coast, is the home country of Hyundai Motorsport NZ driver Hayden. He won the Production Car World Rally Championship in Australia in 2011, so the event holds fond memories for the 27-year-old.

“This is the rally we look forward to most, it’s the closest we get to home,” Hayden explained. “Despite the roads being quite different to what we have in New Zealand, we have achieved good success here in the past. It was also extra special for us as we had a lot of support from New Zealanders who flew over to wave Hyundai and Kiwi flags.”

Hyundai Motors New Zealand chaperoned a group of eight rally enthusiasts and journalists, in addition to the dozens of supporters who made their own way to Australia to join Hayden’s crew for a six-day VIP experience. Two Santa Fe owners from the South Island won a Hot Lap with Hayden by entering a NZ Facebook promotion and then test driving a Hyundai at their local dealership in Dunedin. The campaign was a huge hit generating over 300 test drives and thousands of ‘likes’ and shares.





Feature: East Belgian Rally Test Win

Thierry and Nicolas won the East Belgian Rally as we capitalised on testing opportunities in preparation for the WRC's Rally France.

Taking the win in dry conditions on the roads around Thierry's home town of Sankt-Vith in the province of Liège, the Belgian pairing continued the development of our Hyundai i20 WRC on asphalt. They took a commanding lead and kept it throughout the one-day event which was contested over 13 special stages totalling 156.36km.

With variable conditions expected in France, we were keen to gather as much experience as possible on similar surfaces in order to fine tune settings ahead of the final all-tarmac event of the season. After asphalt tests in the Vosges region of France in mixed conditions, the particular focus in Belgium was on assessing the brakes, suspension, transmission and engine maps of the car.

"Winning my home rally is a very nice feeling," Thierry said. "We have been able to test a number of solutions and a win in our local event, in front of my home crowd, is a real boost to the team. The house where I grew up is nearby, so I know the roads here. It helped me to get into a fast pace quickly to be able to focus on the set-up."







Rally France

It was mission accomplished for us with a three-car finish at Rally France, the 11th round of the 2014 WRC.

In our first full season, we were seeking to accumulate as much experience as possible and improve the performance of the Hyundai i20 WRC car with each event. All three drivers reported improvements over the course of the rally and finished inside the top ten,

so we were pleased with our first competitive visit to the French WRC tarmac.

Dani and Marc had been involved in a closely fought battle for most of the weekend and were on course to settle for a solid fifth place finish. However, last stage drama for fellow competitor Robert Kubica handed them an extra place at the finish.



11

Strasbourg
3-5 October
18 Stages
303.63 Kilometres
Asphalt



Result

4th #8 Dani Sordo / Marc Martí
8th #7 Thierry Neuville / Nicolas Gilsoul
9th #20 Bryan Bouffier / Xavier Panseri

Highlight: All three cars finished inside the top ten





Dani said: "A fourth place finish in this tough rally is quite good and we learnt a lot about the car, making steady improvements over three days. The team worked very professionally and I think we can be satisfied with our achievements."

Thierry and co-driver Nicolas fought back strongly after a broken turbo on the first day put them right down the classification. The Belgians showed grit and determination to reclaim a top ten position at the end of Saturday and some strong stage times on Sunday morning elevated them to ninth overall before moving up to eighth in the final stage.

Frenchman Bryan with co-driver Xavier, taking part in their second WRC event with us, made the most of their home rally to claim a first WRC finish with our team and a top ten result.





Feature: Team Clothing and Merchandise

Throughout our first season we offered a range of Hyundai Motorsport branded lifestyle merchandise including shirts, hoodies, caps and gifts, which have been popular with fans and guests alike. The clothing design reflects the official Hyundai colour in bright blue with highlights of the neon orange of the WRC car.

To enable fans and followers to feel even closer to their favourite team, plans and designs are ongoing to add a range of replica team merchandise in 2015. The eagle-eyed might spot that the clothing will not be exactly the same but there is a very important reason for this.

According to the WRC rules, the team is only allowed to work on the car in the designated service area at strictly regulated times. Fans can provide certain support to the crew in case of any incident within the stage or road section. By ensuring the replica clothing is slightly different to team clothing, it can be proven if needed that fans rather than team members helped.

A multi-lingual online shop has been set up to offer items to clients around the world. Fans visiting the rally can also purchase their favourites at a special stand in the service area.







Feature: Teamwork

After pulling a massive 18-hour shift overnight to fix the #7 Hyundai i20 WRC, victory at Rally Germany was a huge reward that brought our team even closer together. It is in the spirit of motorsport to keep going no matter what and never give up. Every department of Hyundai Motorsport forms part of the larger team, where everyone is reliable and able to trust each other.

It is this commitment to the team which is required to be able to keep going over three to four days of competition, a different environment to that in circuit racing. This incredible teamwork has been going on for over a year and a half, during which Hyundai Motorsport has been built from scratch.

Over that time we have reinforced the belief that the most important aspect of a company is its people.

Our first win, following Thierry and Nicolas' massive roll during shakedown, was a great motivation. As was the support we received from fellow competitors, including the Volkswagen mechanics who came out to applaud the efforts of the team to get the car back out in the early hours of Friday.

At Hyundai Motorsport we really do win or lose together and our first year in the WRC was an amazing experience.

12

Salou
23–26 October
17 Stages
372.96 Kilometres
Gravel/Asphalt



Result

5th #8 Dani Sordo / Marc Martí
6th #7 Thierry Neuville / Nicolas Gilsoul
9th #20 Hayden Paddon / John Kennard

Highlight: More stage wins /
All three cars finished in
top ten

Rally Spain

As first time visitors to the only WRC event formally classified as mixed surface, the 50th Rally Spain provided us with a unique challenge as we continued to establish a competitive pace in the championship.

Our drivers set some impressive stage times on the gravel of the opening day with two stage wins, first from Hayden on SS3 and then on SS6 from Thierry, who also briefly led the event overall. Over the fast, twisty and challenging tarmac stages of the Costa Daurada on Saturday and Sunday we focused on improving the car's balance.

Overall we again achieved our primary objective of a three-car finish in the top ten while refining the set-up of the Hyundai i20 WRC.

Dani finished as the leading team driver, settling for fifth place by just 8.9 seconds and achieving his third consecutive top five finish. Driving with Marc in front of passionate home fans, the Spanish pairing delivered a measured and consistent performance with a largely trouble-free run reflecting their experience of the event.





Thierry and Nicolas led the rally on day one at the end of SS3 but a puncture dropped them down the leaderboard. With a determined drive, the Belgians recovered and climbed back up to finish sixth overall.

Hayden and John finished in ninth place after their first WRC event on tarmac since Spain the year before. The rally started in memorable style for the Kiwi when he set his maiden fastest stage time on the gravel of SS3.

Team Principal Michel Nandan said: "While we have some work to do to improve the balance in the twisty sections, the team started the rally well with some strong performances and made good progress on set-up with the new Michelin tyres as we moved from gravel to tarmac."





Feature: Shell Trackside Laboratory

Making an appearance at Rally Spain was Shell's Trackside Laboratory, aptly described by its tagline as 'innovation on the move'. The unit provides the ability to accurately test and analyse fuels and oils in the service park to make sure they have not degraded or become contaminated in any way.

Given the hostile environments in which our cars must operate in the WRC and the strain engines come under during the stages, it's also important to take a proactive view of engine management. Regularly checking the level of wear accumulating within the engine oil is a crucial part of tracking the performance of the engine and ensuring reliability. Shell has perfected this during nearly 70 years of pioneering fuels and lubricants in Formula One.

It is this experience and expertise on which Shell scientists draw when developing Shell Helix Ultra to work optimally with each Hyundai i20 WRC to deliver unparalleled protection for our engine components from wear in the toughest and most varied motorsport competition in the world.

The Shell Trackside Laboratory was located next to the main Hyundai hospitality and service unit at Rally Spain which enabled us to work with the Shell team to show guests around the high tech mobile lab and introduce journalists and VIPs to the work that Shell does to support our technical programme.





Feature: Using WRC within the Business

Rally Spain provided an excellent example of how Hyundai regions and affiliates are integrating our programme into the business. The Hyundai Motor Top Dealer Conference was hosted in Spain to coincide with the rally. In addition to the usual conference activities this meant that attendees could experience our approach to the WRC with both a stage visit and hospitality in the service park.

“Hyundai Motorsport is not just an engineering and sporting programme, we also offer Hyundai businesses and affiliates a fantastic marketing and engagement platform”, said Stephan Ph. Henrich. “Now that the excitement of the 2014 World Cup has diminished, dealers and distributors are keen to get behind the WRC programme. We have already seen the businesses in Spain, Australia and the UK support their local WRC events and by hosting the attendees at our Top Dealer Conference

we hope and expect that that others will want to engage their audiences with hospitality, merchandise and WRC imagery.”

Dealers were treated to a VIP trip to one of the stages on the fast and spectacular tarmac roads of Rally Spain on the Costa Daurada. With full hospitality back at the service park they could see for themselves the enthusiasm of the thousands of fans while enjoying quality food and drink overlooking the Hyundai i20 WRC cars being serviced below. They went away with a welcome pack of merchandise and some lasting memories of the excitement of WRC.







13

Deeside
14-16 November
23 Stages
305.64 Kilometres
Gravel



Result

4th #7 Thierry Neuville / Nicolas Gilsoul
10th #20 Hayden Paddon / John Kennard
30th #8 Juho Hänninen / Tomi Tuominen

Highlight: Second in Power Stage
/ Two cars finished in top ten

Rally Great Britain

We completed our maiden season in the competitive World Rally Championship with a solid three-car finish at Wales Rally GB. In conditions among the most challenging of the season, our drivers were offered a real test of their talent over treacherously muddy and slippery stages.

Thierry and co-driver Nicolas were embroiled in a close battle for much of the rally. The Belgian crew delivered a committed performance behind the wheel and harnessed the potential of the car in the tricky conditions posed by the Welsh countryside.

Thierry said: "I think we can be satisfied with fourth place and the extra two points from second in the Power Stage. This was a hard rally for everyone and tricky to understand the grip levels. There are so many positive things to look back on from our debut season that will help develop the Hyundai i20 WRC for next year. It's something I'm really looking forward to."

Hayden and John completed a sixth WRC event with the team with a fighting finish as they chased down a top ten result, in the end just 5.2 seconds from ninth. The Kiwi crew made gains throughout the event improving their confidence in their #20 car and adding more information to our team's wealth of data.







Juho and Tomi persevered to post some competitive stage times and finished the event under Rally 2 regulations after getting stuck in a ditch on Friday.

Team Principal Michel Nandan: "These conditions are unlike any we have faced during the season so it is a useful addition to our learning curve. I am personally very proud of everything our young team has achieved. The team and drivers have performed fantastically and I think we can all be happy with what we've accomplished in such a short space of time."





Fun Memories





Previous page: Our engineers and head mechanics perform the Ice Bucket Challenge for ALS on Nicolas, Thierry, Dani and Marc after our 1-2 victory at Rally Germany.

Left page: We celebrate Michel's birthday at Rally Portugal, just one of the many delicious birthday cakes presented for various team members' birthdays during 2014!

Top: Dani's game face during a fierce battle of karting at a promotional activity in Monte-Carlo.

Left: Hayden's co-driver John owns his own vineyard in New Zealand! Here he shows off Vicarage Lane Pinot Noir and Sauvignon Blanc.

Figures and Numbers

The FIA World Rally Championship has been full of highlights, memories and firsts. We have made a positive impact in our maiden season, bravely carrying out a comprehensive year of development with our Hyundai i20 WRC in the very public and extremely competitive WRC environment.

The Road to Monte Carlo



The Hyundai Shell World Rally Team began its debut season in the WRC in January 2014 with the shortest preparation time for any new manufacturer ever. There was just 394 days between the formation of Hyundai Motorsport GmbH on 19 December 2012 and the opening competitive day of Rally Monte-Carlo on 16 January 2014.



During the team's preparation year in 2013, the brand new Hyundai i20 WRC completed 8,000km of testing across 16 sessions in order to prepare for Monte-Carlo.

In the Driving Seat

12 people buckled into the cockpit of our Hyundai i20 WRC in 2014: Thierry Neuville/Nicolas Gilsoul, Juho Hänninen/Tomi Tuominen, Dani Sordo/Marc Martí, Hayden Paddon/John Kennard, Chris Atkinson/Stéphane Prévot and Bryan Bouffier/Xavier Panseri.

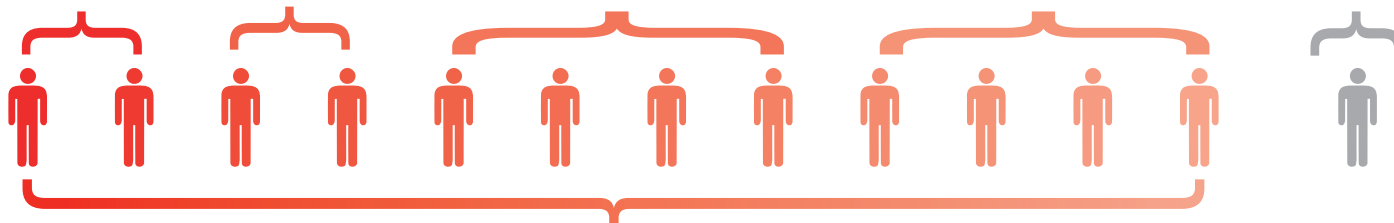
As lead crew in their #7 Hyundai i20 WRC, Belgians Thierry/Nicolas started all 13 WRC events.

Spaniards Dani/Marc are the only crew to have competed with two differently numbered Hyundai i20 WRCs, driving the #20 car in Portugal and the #8 on five other occasions at Monte Carlo, Argentina, Germany, France and Spain.

Juho/Tomi have competed in six rallies with the #8 Hyundai i20 WRC, while Hayden/John have also had six events in the #20 car.

Chris/Stéphane and Bryan/Xavier have each taken part in two WRC events.

In addition one rally legend has tasted the delights of the Hyundai i20 WRC - Marcus Grönholm drove the car to first place at the Helsinki Battle in Finland.



Between them, Hyundai drivers amassed 193 Drivers' Championship points and the two teams (Hyundai Shell World Rally Team and Hyundai Motorsport Π) collected 215 in the Manufacturers' Championship.

That Winning Feeling



In its first season, our Hyundai Shell World Rally Team became rally winners with a sensational 1-2 at our home event, Rally Germany - the first ever WRC win for Hyundai.



Hyundai was just one of two manufacturers to win a WRC event in 2014, the other being Volkswagen.



18

The result was even more impressive given the dramatic events in shakedown in which Thierry rolled his #7 Hyundai i20 WRC. The excellent work of the team's mechanics, who pulled an 18 hour shift to repair the car, ensured the result was possible.

On-Stage Success

1-2

We registered our first stage 1-2 in Italy on SS2 Terranova Nord and SS3 Terranova Sud.



Thierry, Dani and Juho all led a rally at some point during the season.

57

A total of 57 top three stage times were set by our Hyundai Shell World Rally Team drivers this year.

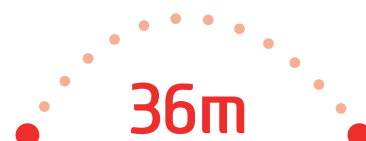


In terms of stage wins, our team's most successful rally was Portugal with three wins in total.



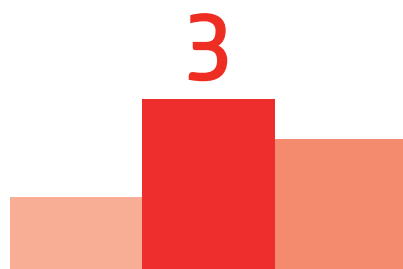
For top three stage times, our team's most successful rallies were Germany with 12 and Poland with ten.

Swede Dreams



In his first event for our Hyundai Shell World Rally Team, Juho was awarded the Colin's Crest award for the longest jump during the Vargåsen stage at Rally Sweden, a mighty 36m.

Stepping Up to the Podium



- In its debut season, our Hyundai Shell World Rally Team took to the podium in three rallies (Mexico, Poland and Germany) with four podiums finishes in total thanks to our team's 1-2 in Rally Germany.

Belgian Power



- Thierry picked up our team's first Power Stage points on the way to winning Rally Germany.
- At the final round, Rally GB, Thierry did it again. He scored a further two points by setting the second fastest stage time on the final stage of the season.

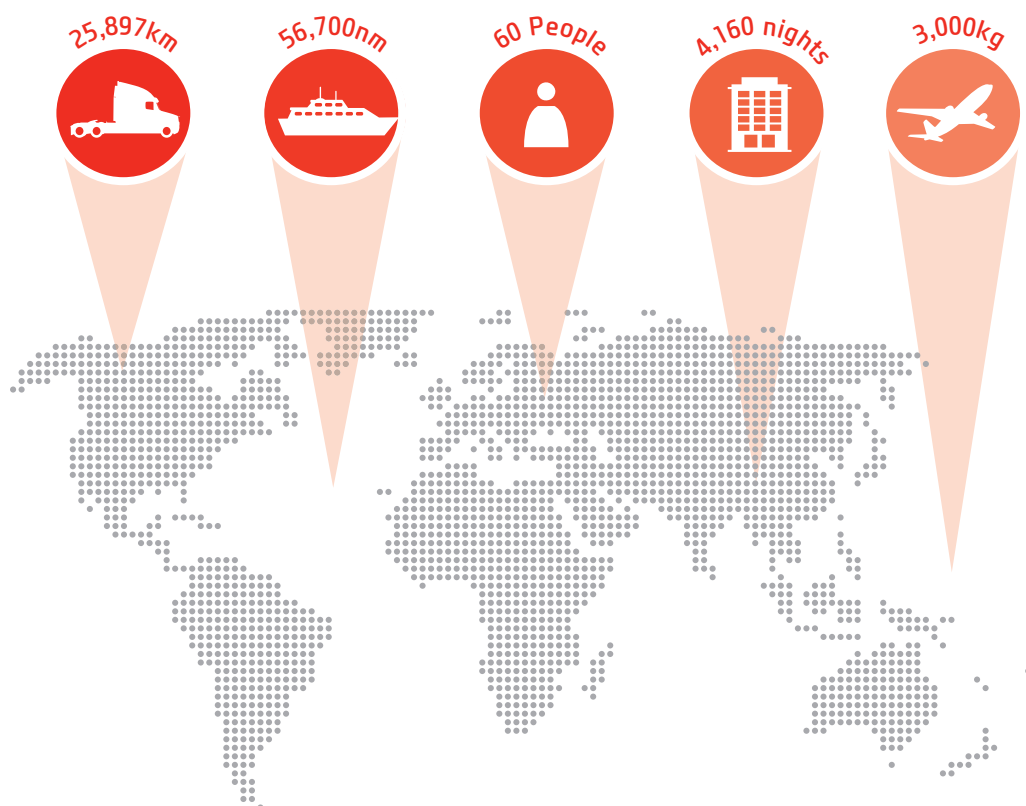
Growing Fanbase



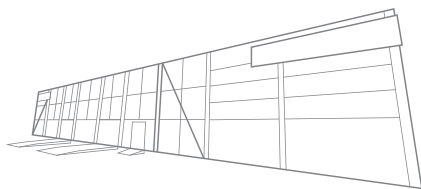
- Our team saw a substantial rise in our online followers on social media platforms in 2014.
- Twitter rose from 6,400 followers at the start of January to 19,700 at the season end, an increase of 208%.
- Facebook likes rocketed from 16,300 in January to 272,000 in November, an increase of 1,569%.
- 900 images from WRC events were uploaded to the team's Facebook galleries.
- 400 minutes of video footage uploaded to the team's YouTube page from events, 90 videos in total with 1.2 million views to date.
- 69 press releases were distributed to the world's media totalling 71,500 words from the Monte-Carlo preview to the season summary.

All Around the World

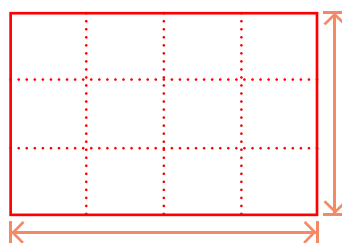
- Our trucks added a staggering total of 25,897km to their odometers during the season moving between European rounds of the WRC.
- Overseas travel to Mexico, Argentina and Australia saw the team total 100,699km of travel.
- Moving the team's WRC equipment by sea freight covered 56,700 nautical miles.
- Our Hyundai Shell World Rally Team itself is made up of an average of 60 people travelling to each rally.
- A total of 4,160 individual nights were spent in hotels based on each member of the team.
- Five 12m containers were sent to overseas events containing approximately 50 tonnes of equipment (including recce cars, spare parts, tools and service area/hospitality equipment).
- Our three rally cars were air freighted from Frankfurt airport with 3,000kg of parts around the world.



Home Away from Home



Our team turned heads from the opening round with first fully indoor combined hospitality and service area in the WRC.



450m² of space available to utilise over two floors.



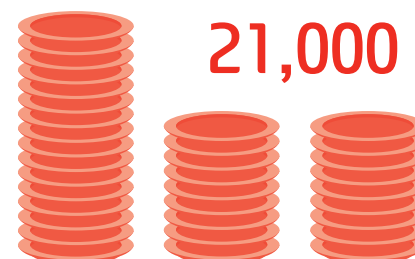
It took up to nine articulated trailers to transport equipment and materials to each European WRC event where our hospitality unit was used.



Depending on the conditions on site, it took 16 people four to six days to install the unit and up to three days to dismantle it.



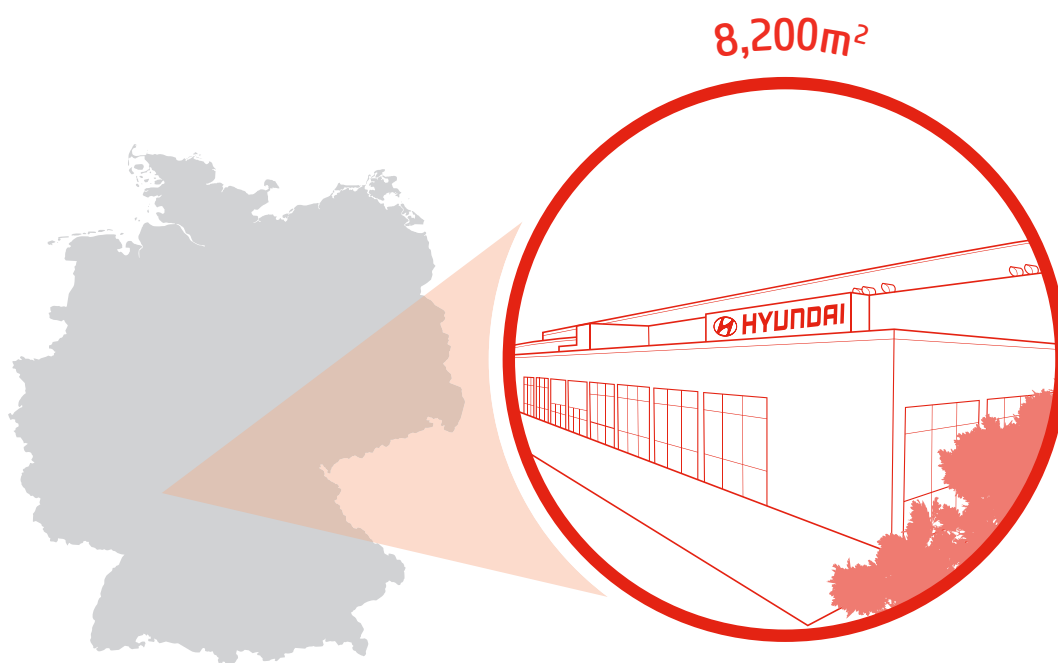
Inside, over 13,000 eggs, 200kg of pasta, 180 litres of energy drinks and 18,000 cups of coffee were consumed by our team and guests over the duration of the season.



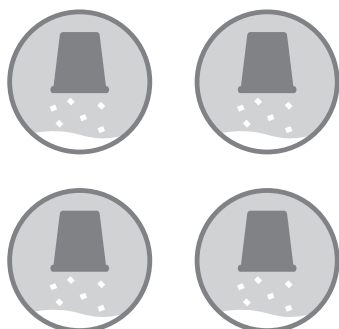
This resulted in a lot of dishes! More than 21,000 plates were washed over the course of the season.

Multinational Alzenau Base

- Our team has 120 employees working at our 8,200m² facility in Alzenau near Frankfurt, Germany.
- Our staff is composed of people from 24 different countries including Argentina, Austria, Australia, Belgium, Canada, Czech Republic, Holland, Finland, France, Germany, Hungary, Great Britain, Ireland, Italy, Malaysia, Mongolia, New Zealand, Poland, Portugal, Russia, South Korea, Spain, Switzerland, Taiwan - making Hyundai Motorsport one of the most international outfits in WRC.
- The facility is 50km from Hyundai Motor Europe's base in Offenbach and its Technical and Design Centre in Rüsselsheim.



And finally, who could forget...



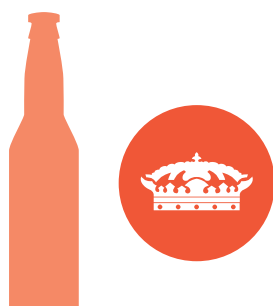
The four buckets of ice cold water needed to celebrate our 1-2 in Germany with a very special take on the ALS Ice Bucket Challenge. <http://bit.ly/HyundailBC>



When Chris Atkinson gave Troy Bayliss an expletive-laden experience in the Hyundai i20 WRC after Rally Australia! <http://bit.ly/TroyBayliss>



Our incredible invitation visits to Korea in May and November.



The important role that ONE bottle of Corona had in helping Thierry Neuville secure the team's first podium in Mexico!



The efforts of the ten WRC drivers who joined our Hyundai Shell World Rally Team to celebrate Hyundai's sponsorship of the FIFA World Cup during Rally Poland: an unforgettable penalty shoot-out.



And when Thierry Neuville gave Pole Position's Rosanna Tennant an excitable drive in his #7 car which caused something of a stir on the internet! <http://bit.ly/RosannaTennant>

Official Partners



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 eight years of Global Partnership with Hyundai Motor Company, the relationship with Hyundai Motorsport heralded 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 worked 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 $+40^{\circ}\text{C}$, 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.



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 2014.

As one of the world's leading tyre manufacturers, Michelin has 69 production facilities and is represented by sales organisations 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.



SABELT

Sabelt supplied Hyundai Motorsport with FIA homologated race suits, shoes, gloves, harnesses and steering wheels. Founded in 1972, it 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.



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 which Magneti Marelli has always used in its devotion to innovation in motor racing.

Magneti Marelli was an official supplier to Hyundai Motorsport and the Hyundai Shell World Rally Team. Each Hyundai i20 WRC was fitted with electronic engine control units, data acquisition modules and Wintax software in 2014, all developed by Magneti Marelli Motorsport.



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



SINE QUA NON

PR and Marketing

Sine Qua Non 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 public relations, events management and marketing activities. It has reliably provided support for everything from the promotion of the show car at the Geneva Motor Show to the team launch event in December 2013 and from rally-by-rally PR and social media to the development of team marketing materials.

AMG

Team Unit and Support

AMG is the company behind our impressive WRC service and hospitality structure used on all European rounds of the 2014 season. 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, the organisers of the MotoGP World Championship for Grand Prix races at Jerez, Barcelona and 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.

ESC

Hospitality and Guests

European Sport Communication 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.

KÄFER

Catering

Käfer is a family name with a rich tradition which has become an internationally-acclaimed brand of premium products and quality services. With a proven track record in fast-paced F1 hospitality, it was our catering supplier at every round of the WRC, providing fuel for the our team personnel and premium dining for the media and VIP guests.

Paul and Elsa Käfer opened their grocery store in Munich in 1930. Since then, Käfer has consistently pursued the philosophy of seeking out top-quality, innovative products and recipe ideas from all over the world and introducing them to connoisseurs and gourmets.

Today, Käfer is an international company employing 700 staff with subsidiaries in Berlin, Frankfurt and Bahrain.

PIPO MOTEURS

Engine Development

Pipo Moteurs is a French company located in Guilhaum-Granges, specialising in the design, development, manufacture and service of competition cars, and assisted us in the on-going 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 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.

TODO RACING SPORT

Car Transports and Team Support

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

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 entrust the sign writing of our cars, trucks and overseas hospitality equipment in their safe hands.

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 and marketing activities and worldwide distribution, Brand& was the official merchandise licensee for Hyundai Motorsport.

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 are 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.

DAS PRODUKTIONSBURO

Giveaways and Accessories

Founded in 2002 in Offenbach, Germany, Das Produktionsbüro (the production office) specialises in realising creative ideas for the international automotive industry. From small giveaways to special presents and customisation of clothing, the company searches for the best solutions for its customers.

Since the beginning of our WRC preparations, Das Produktionsbüro has been our selected supplier for all kind of materials needed in Marketing and PR. For example 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. Last but not least in our first year in WRC, our team has been equipped with special branded jeans, belts, shoes and tops provided by Das Produktionsbüro.



T. Neuville
N. Gilsoul



7

HYUNDAI MOTORSPORT



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MAGNETI
MARELLI

Sabelt SoundHound

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7  THIERRY
NICOLAS

Last and by no means least, we would like to thank everyone in the Hyundai Motor Company family and all those who made our first two years not only possible, but beyond our expectations.





Thanks and acknowledgements to:

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

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

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

Our fans for their strong belief and passion;

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

And everyone who has supported us along our journey.

motorsport.hyundai.com

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youtube.com/hyundaii20WRC

