

# Hyundai is Number One in *'AutoBild Quality Report 2011'* for TWO CONSECUTIVE YEARS *by AutoBild, Germany*



“Hyundai repeats the triumph of previous year.”

“The victory from 2010 was not a one-hit-wonder.

Hyundai is again on top rank of Quality report 2011. The Koreans don't have any serious deficits and beat the Japanese trio Honda, Mazda and Toyota.

The European brands loose lots of important points because of poor warranty conditions.”

“It's yet more proof that Hyundai is finished catching up and is beginning to lead the way in certain areas of the automotive industry.”

“In 2007, Hyundai placed 11th in Quality Report. In 2008, it placed 5th and in 2009 the report was not conducted.

In 2010, Hyundai placed 1st and now sitting in top place for two consecutive years.

Hyundai has been consistently progressing up through the ranks.”

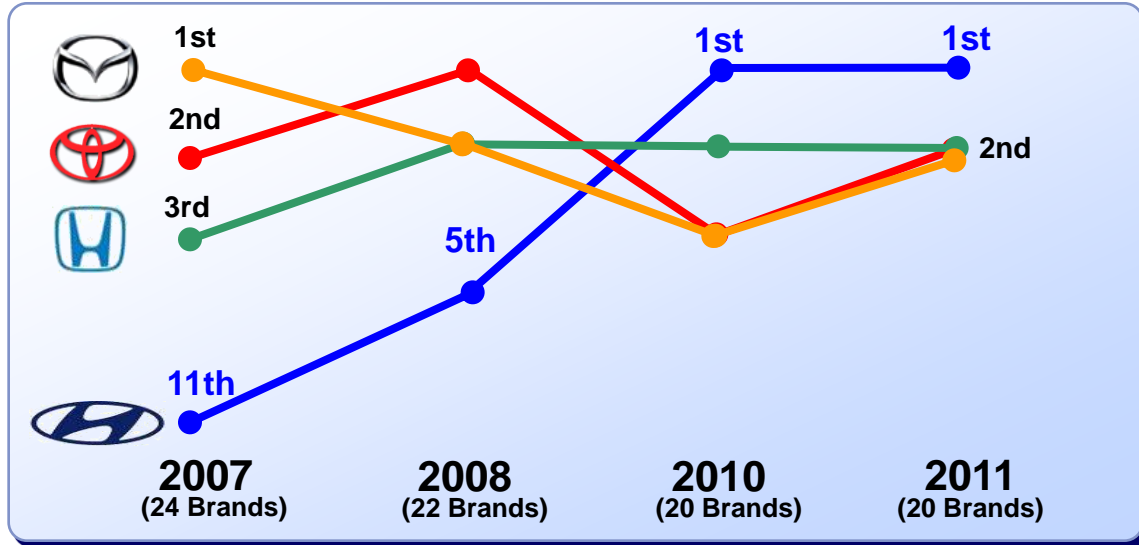
AutoBild Quality Report 2011

Rank	Brand	Score
1	Hyundai	2.43
2	Honda	2.50
	Mazda	2.50
	Toyota	2.50
5	Skoda	2.57
6	Audi	2.71
	BMW	2.71
	Benz	2.71
9	Mitsubishi	2.80
10	Seat	2.83
	Suzuki	2.83
12	VW	2.86
13	Nissan	3.00
14	Kia	3.14
	Ford	3.14
16	Renault	3.2
17	Opel	3.3
18	Fiat	3.6
19	Citroen	3.7
20	Peugeot	3.9

# Award Overview



## ◆ AutoBild Quality Report Brand Ranks through 2011



Year	2007	2008	2010	2011
<b>Winner</b>	<b>Mazda</b>	<b>Toyota</b>	<b>Hyundai</b>	<b>Hyundai</b>
	11 <sup>th</sup>	5 <sup>th</sup>	1 <sup>st</sup>	1 <sup>st</sup>
	2 <sup>nd</sup>	1 <sup>st</sup>	3 <sup>rd</sup>	2 <sup>nd</sup>
	3 <sup>rd</sup>	2 <sup>nd</sup>	2 <sup>nd</sup>	2 <sup>nd</sup>
	1 <sup>st</sup>	2 <sup>nd</sup>	3 <sup>rd</sup>	2 <sup>nd</sup>

## “2011 AutoBild Quality Report Result”

Rank	Brand	Grade Changes	Grade(1-5)
<b>1</b>	<b>Hyundai</b>		<b>2.43</b>
<b>2</b>	Honda		<b>2.50</b>
	Mazda		<b>2.50</b>
	Toyota		<b>2.50</b>
<b>5</b>	Skoda		<b>2.57</b>
<b>6</b>	Audi		<b>2.71</b>
	BMW		<b>2.71</b>
	Mercedes		<b>2.71</b>
<b>9</b>	Mitsubishi		<b>2.80</b>
<b>10</b>	Seat		<b>2.83</b>
	Suzuki		<b>2.83</b>
<b>12</b>	VW		<b>2.86</b>

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## ◆ Who is AutoBild?

AutoBild is Europe's largest automotive magazine and reaches over 3 million readers every week in Germany alone. It is part of the AutoBild Group which sports a global readership of over 40 million every month. There are 33 localised print editions around the globe. AutoBild is the most respected voice in the market when it comes to vehicle reviews. The magazine's stringent and detailed testing procedures appear in full in the print editions.



## ◆ About Quality Report

Since 2001, AutoBild yearly publishes the comprehensive quality report.

It gives a fast and well founded orientation about reliability, durability and customer satisfaction of the most important car brands in Germany.

It is essential to have a look at the past but historical problems, which are ten or more years ago, are not considered. The main focus is on three to seven year old cars. By doing this it is possible to highlight defects and weak points of the cars which normally can't be detected during magazine test.

The total score is calculated from up to seven single scores which all have same weighting.

The ADAC breakdown statistic as single criteria was deleted from the quality report in 2004 because a lot of manufacturers offer own mobility warranty and emergency hotline for breakdowns. This produced distorted results in that chapter.

# Award Overview



## ◆ How AutoBild evaluates

1. **AutoBild questionnaire:** Representative written questionnaire by GfK (Gesellschaft für Konsumforschung) with 8610 car drivers. Main topic: How do you evaluate the quality of your own car on a scale from 1 ~ 10?
2. **Recall / Service action:** Which defects or breakdowns occurred and were they safety critical? How many cars were affected? How did the manufacturer react? Were the customers treated with goodwill? Was manufacturer information clear, transparent and easy to understand?
3. **TÜV-Report:** Brakes, steering systems, axles, body and lighting system – a matter of safety of operation. An extract from approx. 7.3 million results from main inspections from 211 different models. The detailed results can be read in the annual published AutoBild TÜV-Report 2011
4. **AutoBild durability test:** 100000 km in fast motion. Frequently changing drivers and usages across Europe. Finally, the test cars are completely disassembled and evaluated. Were there any technical breakdowns? Which parts were broken, what was good, how were the costs for customer?
5. **AutoBild complaints box:** Every year, approximately 9000 letters and emails are written by readers, which sometimes have serious problems with their cars. Main topics: product defects and trouble with workshop
6. **AutoBild workshop test:** A car prepared by DEKRA with some defects is serviced in 8 different workshops. How many defects are detected in the workshop? Are all items from the service schedule completely considered?
7. **Warranty:** How is the customer „protected“ if technic fails? Since several years, in this chapter, the asian manufacturers are benchmark. Although the European manufacturers are very self-confident, for the warranty they are quite stingy.

# Hyundai Quality Brand Power Recognized by Media



## No.1 in Quality Report 2011 by AutoBild (Germany / Dec. 23, 2011)

Ward's Ten Best Engines Award by Ward's Auto (U.S. / Dec. 9, 2011)

'Most Improved Manufacturer of the Decade' by Auto Express (U.K. / Aug. 31, 2011)

Highest Grade in Performance Scorecard by TrueCar.com (U.S. / Mar. 17, 2011)

Highest-Ever in Vehicle Dependability Study by J.D. Power (U.S. / Mar. 17, 2011)

No.1 in Customer Loyalty Index by Brand Keys (U.S. / Feb. 7, 2011)

First Place in 2010 Summer Dealer Attitude Survey by NADA (U.S. / Oct. 2010)

One of Top Five Most-Considered Brands by Kelley Blue Book (U.S. / Aug. 10, 2010)

No.1 in Brand Customer Satisfaction (Quality Report) by AutoBild (Germany / Jul. 17, 2010)

No.1 in Customer Loyalty Index by Brand Keys (U.S. / Mar. 11, 2010)



Czech National Award for Quality: 'Excellence Award' by Czech Government (Cz Rep. / Nov. 11, 2011)

'Most Satisfied Customers, Sedan', 'Best Value for Money' by Canstar Cannex (Australia / Aug. 26, 2011)

Highest-Ever in Customer Service Index by J.D. Power (U.S. / Mar. 11, 2011)

A+ grade in 2010 Automotive Report Card by CTV News (Canada / Dec. 22, 2010)

Ranks 3rd in JDP Customer Retention Study by JD Power (U.S. / Dec. 9, 2010)

2011 Ward's 10 Best Engines by Ward's Auto (U.S. / Dec. 8, 2010)

First Place for Overall Customer Satisfaction by Canstar (Australia / Jul. 30, 2010)

Car Franchise of the Year Award by Motor Trader (U.K. / Jul. 19, 2010)

No.1 in Brand Loyalty by Kelley Blue Book (U.S. / Mar. 15, 2010)