

# Hyundai Motor Group chairman wins top automotive award

Hyundai Motor Group chairman Euisun Chung has won the Issigonis Trophy at the 2021 Autocar Awards ceremony. The trophy is the highest accolade awarded by the British automotive magazine *Autocar*. Each year it is presented to a stand-out individual in the global automotive industry whom Autocar judges deem to have delivered an exceptional level of success.



Source: [new.quickpic.co.za](http://new.quickpic.co.za)

Recognising the visionary leadership of chairman Chung at the presentation of the Issigonis Award, *Autocar* editor-in-chief Steve Copley, said: “While Hyundai and Kia were considered unexciting budget brands with limited market share just a decade ago, they have made incredible progress under Chung, winning market share and customers with cars that are the match of any mainstream rival.

“The Hyundai Motor Group has expanded into performance cars with Hyundai’s N division and the premium market with the new Genesis brand.”

On receiving the Issigonis Trophy, Chung commented: “It’s a true honour to receive this prestigious award from Autocar and I must thank all my colleagues for their contribution in securing this accolade.

“Despite the dramatic upheaval of the global auto industry and challenges of the Covid-19 pandemic, Hyundai Motor Group is spearheading a paradigm shift and what lies at the heart of our efforts is our single-minded focus on serving and empowering our customers. Through a considered approach, we will create more opportunities and oil the wheels of ‘progress for humanity’.”

## Advances made under Chung

Recent significant advances by the Hyundai Motor Group made under Chung’s tenure include the introduction of highly advanced electric vehicles: the Hyundai IONIQ 5 and Kia EV6. Both use the Group’s new, dedicated EV platform, the

Electric Global Modular Platform (E-GMP).

In addition to the high-performance N brand of Hyundai Motor Company, the Group has also launched the HTWO dedicated fuel cell brand, and the Genesis premium luxury brand.

Chung has led the transformation of the group's global perception by introducing revered design chiefs from within the industry, including Peter Schreyer and Luc Donckerwolke.

Chung held the position of president of Kia from 2005 to 2009 before becoming vice chairman and then chairman of the Hyundai Motor Group, with responsibility for diverse affiliate companies in the automotive, steel and construction industries, including the Hyundai Motor Company and Kia Corporation.

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