

ERWIN RAPHAEL NAMED GENERAL MANAGER FOR THE GENESIS BRAND IN THE UNITED STATES

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FOUNTAIN VALLEY, CALIF., February 15, 2016 - Erwin Raphael has been named the new General Manager for the Genesis brand in the United States. He is responsible for the strategic direction and management of Genesis operations in the United States, including sales and marketing. He reports to Dave Zuchowski, President and Chief Executive Officer of Hyundai Motor America.

"The position of Genesis General Manager is a critical one to the growth of this brand in the United States and I couldn't be happier to have Erwin take this key position," said Zuchowski.

"Erwin's depth of product knowledge, broad dealer experience and skill at flawless execution all will be called upon as he drives success for this new brand," he said.

Raphael assumes his duties March 1, 2016. He will be forming a team of individuals to assist with the on-going launch of the Genesis brand in the United States, including the introduction of the Genesis G90, which will go on sale this summer.

Formerly, Raphael was the Western Region Director and General Manager for Hyundai Motor America where he was responsible for overseeing the operations of more than 165 Hyundai dealerships in the 12 Western-most states. Raphael has worked for Hyundai Motor America since 2010 and has also served as the Director of Engineering and Quality at Hyundai, where he was responsible for all new vehicle engineering, overall improvement in quality of production vehicles, technical training and support, as well as warranty planning and operations.

Prior to joining Hyundai, Raphael held a number of leadership positions in vehicle development, engineering, manufacturing, sales and marketing with Chrysler LLC, Toyota Motor Manufacturing, and the International Truck and Engine Company.

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