



PRESS RELEASE

MANFRED HARRER APPOINTED AS HEAD OF NEW GENESIS & PERFORMANCE DEVELOPMENT TECH UNIT

- Manfred Harrer to lead newly established Genesis & Performance Development Tech Unit under Hyundai Motor Group's Hyundai-Kia Research & Development Division
- Harrer's expertise and leadership expected to enhance R&D competitiveness and performance attributes of Genesis, Hyundai and Kia vehicles
- Harrer to support the Group's acceleration in the electrification era

SEOUL, May 28, 2024 — Hyundai Motor Group (the Group) announced today the appointment of Manfred Harrer as Executive Vice President and Head of the newly established Genesis & Performance Development Tech Unit. The unit operates under the Research & Development (R&D) Division of Hyundai Motor Company (Hyundai Motor) and Kia Corporation (Kia).

Harrer's expertise and leadership capabilities will bolster the Group's R&D competitiveness and drive the development of Genesis products, while enhancing the performance of Hyundai Motor and Kia vehicles as they transition into the electrification era.

"The appointment of Manfred Harrer as Executive Vice President and Head of the Genesis & Performance Development Tech Unit will greatly benefit Hyundai Motor Group products, enhancing the image and reputation of our mobility brands," said Heui Won Yang, President of the Hyundai-Kia R&D Division. "As a world-renowned performance vehicle expert, Manfred will contribute significantly to the development of future Genesis luxury high-performance models, as well as our transition to electrification for Hyundai Motor and Kia brands."

Since 1997, Harrer has accumulated 25 years of experience in the automotive and tech



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industry, working on diverse projects including chassis development, electronic systems, software development, full vehicle integration and advanced driver-assistance system (ADAS). His expertise is enhanced by his experience at leading brands such as Audi AG, BMW Group, Porsche AG and Apple Inc.

The Group anticipates Harrer's leadership will expedite its electrification transition, securing top-tier leadership in the electric vehicle (EV) era and enhancing the marketability of Hyundai Motor and Kia's products.

"I extend my heartfelt gratitude for the trust the company has placed in me," said Harrer. "My commitment to Hyundai Motor Group is driven by a profound belief in their visionary approach to advanced mobility solutions. With my extensive experience in the automotive and tech industry, I am dedicated to playing a pivotal role in the future evolution of Genesis and high-performance vehicles within the Group."

<Career Highlights>

- Apple Inc.: Senior Director of Product Design Engineering
- Porsche AG:
 - Vice President Product Line Cayenne
 - Vice President Chassis Development and ADAS
 - Director Vehicle Dynamics and Performance
- BMW Group: Manager of Pre-Development Lateral Dynamics
- Audi AG: Chassis Engineer
- PhD in mechanical engineering, University of Bath, UK
- Dipl.-Ing (FH) Automotive Engineering, University of Applied Sciences Munich, Germany

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