

News Release

Hyundai Motor Group opens new European test facility to lead development of next-generation technology

- Hyundai Motor Group reinforces commitment to Europe with “Square Campus” expansion at Hyundai Motor Europe Technical Center
- New €150 million facility underpins the development of advanced, market-leading technologies for European customers
- Investment includes one of the world’s largest semi-anechoic chambers and a climate testing and EV charging laboratory
- Square Campus enhances collaboration with Hyundai Motor Group’s main R&D facility in Namyang, South Korea, to deliver exciting new Hyundai, Kia and Genesis models

RÜSSELSHEIM AM MAIN, Nov. 6, 2025 — Hyundai Motor Group (the Group) has today announced the opening of a new €150 million facility at the Hyundai Motor Europe Technical Center (HMETC) in Rüsselsheim am Main, Germany, marking a major milestone in its commitment to European innovation and engineering excellence.

Square Campus is the most significant investment in R&D facilities at HMETC since the opening of the Round Campus in 2003. It underpins the development of innovative, market leading technologies and will play a vital role in the development of future Hyundai, Kia and Genesis models in Europe.

Tyrone Johnson, Managing Director at Hyundai Motor Europe Technical Center, said: “The investment at Square Campus is a clear sign of our commitment to the region and reflects the importance of Europe in our long-term growth strategy. The extensive new capabilities at HMETC give us more independence and flexibility while creating exciting new opportunities for collaboration between our brands. Fundamentally, Square Campus will also support us as we continue to grow our market share in Europe, developing new vehicles and technologies designed around the needs of our customers.”

Advanced Facility Unlocks New Capabilities

The 25,000 square meter site is equipped with the largest semi-anechoic chamber within the Group, allowing unrestricted Noise, Vibration and Harshness and drive-by noise testing with complete independence from weather conditions.

Highly advanced dyno facilities at Square Campus play a key role in development, allowing for the comprehensive testing of vehicles and individual components, compatible with all-electric, hybrid and ICE powertrain applications. The facility is also equipped with a new EV charging laboratory, a state-of-the-art driving simulator, and new facilities for extended Electronics System Development – including Over-the-Air-Updates, Cybersecurity, and Advanced Driver Assistant Systems.

These industry-leading capabilities allow HMETC to test and validate every type of vehicle under real world conditions, while developing future products tailored to the unique expectations of European customers. The investment at Square Campus forms an essential part of the Group's strategy, underlining its position as a leader in advanced technologies.

While real-world prototype testing will remain a crucial part of the development journey, Square Campus protects against the challenges associated with external outdoor testing and complements the Group's existing global testing and knowledge-sharing programs.

Sustainable Design, Enhanced Collaboration

Square Campus supports the Group's environmental objectives, incorporating recycled materials, photovoltaic panels and heat pump systems. This reflects the Group's broader commitment to developing sustainable mobility solutions and achieving zero-tailpipe emissions globally by 2045.

The significant expansion is also a foundation for the continued growth of HMETC's team, which has increased by 20% since 2024, with the organization now employing more than 500 employees. This investment in talent and technology simultaneously drives a new phase of integrated innovation, bringing together experts from across disciplines to advance the Group's vision for sustainable, connected mobility.

European development will continue at HMETC's facilities at the Nürburgring, opened in 2013. This facility was also expanded thanks to a €13 million investment in January 2025, with an additional 834 square meters of cutting-edge testing facilities, dedicated workshop areas and specialized laboratories.

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About HMETC

Hyundai Motor Europe Technical Center in Rüsselsheim am Main, Germany is Hyundai Motor Group's sole research and development center in Europe. With more than 500 highly qualified employees, we work on developing sustainable, people-focused mobility solutions for all car

brands in our group. The purpose of the HMETC is to make sure that every Hyundai, Kia, and Genesis that comes to Europe meets the demanding standards of European customers and is adapted to the needs of that specific market. With a focus on sustainability, social responsibility, and employee development, HMETC continually strives to set new standards for innovative mobility solutions.

For more information about HMETC and our job opportunities, please visit www.hmetc.com.

About Hyundai Motor Group

Hyundai Motor Group is a global enterprise that has created a value chain based on mobility, steel, and construction, as well as logistics, finance, IT, and service. With about 250,000 employees worldwide, the Group's mobility brands include Hyundai, Kia, and Genesis. Armed with creative thinking, cooperative communication, and the will to take on any challenges, we strive to create a better future for all.

More information about Hyundai Motor Group can be found at: <http://www.hyundaimotorgroup.com> or [Newsroom: Media Hub by Hyundai](#), [Kia Global Media Center \(kianewscenter.com\)](http://kianewscenter.com), [Genesis Newsroom](#)