

William Freels Named President of Hyundai America Technical Center, Inc.

Superior Township, Mich., March 11, 2016— William “Andy” Freels is named President of Hyundai America Technical Center (HATCI). He will be responsible for leading engineering groups to develop global platforms to meet both North and South American markets. Freels is the first local executive to assume the HATCI presidency.

“It is an honor to lead HATCI through a time of increasing responsibility for vehicle development in the Americas,” said Freels. “I look forward to building on the foundation of a highly respected research and development team as HATCI enters its 30th year of operation.”

Freels started at the HATCI organization in 2005 and most recently served as Director of the Vehicle Evaluation Group where he was responsible for projects from crashworthiness development support to advanced technology research. Freels also played a pivotal role in establishing the foundation for HMC’s California Proving Grounds in California City, CA, where he oversaw all aspects of the facility and continuing construction projects.

Freels holds two bachelor’s degrees, one in Psychology from Texas Tech University, and the second in Mechanical Engineering from the University of Texas. Freels also earned a Master’s in Engineering Science from Rensselaer Polytechnic Institute. He and his family live in Ann Arbor, MI.

About HATCI

As one of Hyundai Motor Group’s (HMG) ten centers focused on research and development (R&D), Hyundai America Technical Center, Inc. (HATCI) was established in 1986 in Ann Arbor, Michigan. HATCI is HMG’s design, technology and engineering headquarters for the North American Market, and supports new model development, global programs and safety and emissions regulations from our dedicated engineering facilities and support staff at affiliate locations located throughout the United States (Alabama, California, Georgia, Michigan and Washington D.C.).

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