

Hyundai America Technical Center, Inc. Celebrates 30 Years



Superior Township, Mich., May 15, 2016— Thirty years ago, Hyundai America Technical Center, Inc. (HATCI) began operations in the United States by opening the doors to its first overseas Research and Development (R&D) organization with a goal to support certification of imported vehicles. Later, that facility would become the hub of R&D activities and development for North America, including design for vehicles produced in multiple U.S. plants.

In 1986, HATCI's key objectives centered on overseeing emissions, meeting safety requirements, and providing its South Korean based engineering headquarters with market intelligence that would help secure the company's increasing success in North America.

In the automotive industry, 30 years represents only a short time in comparison to competitors. Built on the foundation of "Making the Impossible Possible," Hyundai Motor Group (HMG) and its affiliate organizations continue to work toward developing world-class vehicles. The accomplishments HATCI has realized over the last three decades provided significant influence in implementing the strategies necessary to make some of those impossibilities a reality.

Today, HATCI serves as HMG's design, technology and engineering headquarters for North America. Operations have grown to include a strong network of engineering disciplines, manufacturing support, and increased business-focused activities to support North America's Voice of the Customer. With its growing presence in the United States, HATCI has established satellite facilities throughout the country aimed at supporting vehicle development activities with a focus on integrating global vehicles with the unique needs of North America customers and exceeding their expectations.

"As we celebrate 30 years, our increased responsibility and our aim to become a world-class, highly respected R&D facility provide bookends to a pivotal year for HATCI," said President William (Andy) Freels. "I look forward to building on the foundations we've built over the past 30 years, and enhancing the organization to continue to focus on quality, performance, and developing vehicles that offer our customers the right technology."

To celebrate its 30-year milestone, HATCI has planned a multitude of activities including charitable giving initiatives aiming to give back to its communities in 30 different ways.

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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