



**Hyundai Motor
Company Enhances
Global Presence
with PR Newswire's
Communications
Solutions**

PR Newswire®

About The Client

Hyundai Motor Company is one of the world's largest automotive manufacturers. It is present in over 200 countries with more than 120,000 employees dedicated to tackling real-world mobility challenges around the globe.

Headquartered in Seoul, South Korea, the company invests in advanced technologies such as robotics and Urban Air Mobility (UAM) to bring about revolutionary mobility solutions, while pursuing open innovation to introduce future mobility services.

The Challenge

In recent years, Hyundai Motor Company PR has been expanding rapidly to manage a growing list of global communications requirements from its various business domains. To maintain a high standard of corporate communications and pace of technology news announcements, the company was looking for a news distribution partner that could broaden the international audience reach of

its news and provide insightful analysis of the media coverage.

As the company's press releases cover diverse areas such as technology, research and development, and corporate social responsibility, Hyundai Motor Company also wanted its news to reach both a wide and targeted audience.



* Hyundai and global superstars BTS released a new song, "IONIQ: I'm On It" in conjunction of the company's smart mobility vision. IONIQ in August 2020.



* Hyundai will build an Innovation Center in Singapore that focuses on mobility research and development that is set to be completed by end 2022.

The Solution

PR Newswire enables Hyundai Motor Company to

- Expand the audience reach of its corporate news globally through an extensive news distribution network
- Execute PR campaigns swiftly and in a timely manner with the support of a dedicated local team
- Distribute a diverse range of corporate news to targeted journalists and influencers, from automotive, technology to design industries.

Widening Audience Reach

Hyundai Motor Company turned to PR Newswire for an integrated and reliable platform to complement its existing in-house press release distribution network. The company distributed more than 50 press releases via PR Newswire from 2019 to 2020, which accounts for a quarter of total press releases issued during that period. The main objective was to bolster awareness of the company's wide range of business activities globally. Press releases were syndicated to relevant media outlets and helped to increase media coverage.

Dedicated Local Team Support

PR Newswire developed a long-term relationship with Hyundai Motor Company by providing an intuitive customer service experience. Through close communication, PR Newswire's team in Seoul provided seamless support to the company's communications team.

With timely and responsive assistance, Hyundai Motor Company was able to distribute urgent press releases even within tight time constraints. PR Newswire also went the extra mile by proactively advising on the relevant distribution circuits and language requirements to amplify the news and maximize media coverage.

On top of providing detailed analysis on press release performance through PR Newswire's reports,

the team also took the initiative to track additional media coverage every time a press release was distributed.

Enhanced Branding with Customized Landing Page

Through utilizing the **Multimedia News Release (MNR)** service, Hyundai Motor Company enhanced its well-produced press releases and videos by incorporating them in branded landing pages. Over the past two years, the company sent out more than 10 MNRs. Examples include [2021 Sonata N Line: Hyundai's Hot New Sedan Gets a High-Performance Look](#) and [Hyundai Uber Aerial Rideshare Partnership Ceremony](#) - the news went viral and was reported by major international media such as Reuters and CNBC.



* Multimedia News Releases by Hyundai Motor Group

The Results

Through using PR Newswire's services, Hyundai Motor Company was able to:

- ✓ Distribute **more than 50 press releases** issued by Hyundai in 2019 and 2020 - to journalists and influencers in industries including **transportation, automotive, fashion, information technology/ internet and green technology** in local languages.
- ✓ Receive **reliable and value-added support** as part of a **long-term partnership** with their communications team.
- ✓ Gained **more than 4.8 million brand mentions** in its **international earned media coverage** over the past 20 months. Key international media include

CNN, CNBC and Reuters and Forbes.

- ✓ Attract new audiences through PR Newswire's **online syndication network and media partners**, the news was picked up by **more than 470 online media outlets** around the world. Key media include Markets Insider, Yahoo! Finance, Pojoksatu.id and Sina Weibo.
- ✓ Evaluate communications results via PR Newswire's **comprehensive report**, which provides detailed information on the media outlets that picked up the press releases and distribution analytics to evaluate the campaign's results.

