



HYUNDAI

25

SJAJNIH GODINA U SRBIJI
BRILLIANT YEARS IN SERBIA

> O kompaniji

HYUNDAI, PRIČA O USPEHU

Hyundai Motor Corporation osnovana 1967. godine, pre gotovo 50 godina, septembra 2000. godine, prerasla je u Hyundai-Kia Automotive Group. Danas Hyundai Motor Co. zapošljava više od 100.000 ljudi širom sveta, a Hyundai vozila se prodaju u 193 države posredstvom više od 5.000 zvaničnih distributera i salona, sa godišnjom svetskom prodajom od 4,96 miliona vozila za prošlu godinu. U 2007. godini grupacija je postala peta po prodaji na svetskoj listi proizvođača automobila.

Ovaj munjeviti razvoj kompanije u svetu sa 11. mesta po prodaji u 1999. godini, kada je gospodin Mong Koo Chung preuzeo poziciju generalnog direktora, na 5. mesto u 2007. godini govori o velikoj ambiciji da se kompanija pozicionira u sam vrh liste najboljih svetskih proizvođača automobila. Kompanija je, pod vođstvom gospodina Chung-a, beležila stalni napredak, ubrzavajući svoj rast i razvoj izgradnjom novih fabrika u Americi, Kini, Indiji, Slovačkoj, Češkoj i Rusiji. U junu 2008. objavljeno je da se sa 3,961,629 prodatih vozila u 2007. godini, Hyundai grupa nalazi na petom mestu najvećih svetskih proizvođača automobila. Iako je kvantitativan rast bio jedan od ciljeva Hyundai grupe u prošlosti, kompanija se sada više fokusira na kvalitativan razvoj, uključujući stalni napredak u tehnološkim inovacijama kao i aktivnostima kompanije u društvu. Hyundai Motor Company, u toku 2007. godine, započinje sponzorstvo fudbalskih sportskih događaja, kao što su Evropsko i Svetsko prvenstvo u fudbalu, do 2022. u skladu sa važećim ugovorom.

Kompanija Hyundai Motor Group, raspolaže inovativnom poslovnom strukturom sposobnom da zaokruži čitav proizvodni sistem od čelika do gotovih automobila. Angažovanjem osam fabrika širom sveta i sedam dizajnersko – tehničkih centara širom sveta, u 2015. godini prodato je 4,96 miliona vozila globalno. Hyundai Motor Company nastavlja svoj razvoj kako bi poboljšala proizvodni line up lokalizovanom proizvodnjom modela u nastojanju da ojača svoju vodeću poziciju u razvoju nove tehnologije, započevši prvi svetski pogon masovne proizvodnje vozila sa motorima na vodonik, posebno kada je u pitanju model Tucson.



1946

Ju-Yung Chung osnivač Hyundai Industrial Company / Ju-Yung Chung the founder of Hyundai Industrial Company

1947

osnovana kompanija za inženjering i gradnju
Hyundai Engineering & Construction Co.
/ established company for engineering and
constructing Hyundai Engineering & Construction Co.

1967

Hyundai Motor Company

1968

Proizvodnja modela Cortina / Production of
model Cortina

1950 – 1953

Korejski rat / Korean war



1976 – 1989

1976 – Hyundai Pony – prvo Korejsko putničko vozilo
/ Hyundai Pony - first Korean passenger vehicle

1983 – osnivanje čerke kompanije u Kanadi
/ the establishment of daughter company in Canada

1984 – Excel

1987 – Excel najbolje prodavan auto u SAD 3 godine
za redom / Excel best-selling car in the USA 3 years
in a row

1988 – Sonata



1990 – 1996

1990 – Elantra, Scoupe

1993 – Sonata II

1994 – godišnja proizvodnja vozila oko 1 milion
vozila / annual production of vehicles around 1
million vehicles.

1994 – Accent

1995 – Lantra

1996 – otvaranje tehničkog centra u Namyang-u
/ the opening of a technical center in Namyang

> About the Company

HYUNDAI, SUCCESS STORY

Hyundai Motor Corporation, founded in 1967, almost 50 years ago, in September 2000 turned into Hyundai-Kia Automotive Group. Nowadays, Hyundai Motor Co. employs more than 100,000 people worldwide and Hyundai vehicles are sold in 193 countries through more than 5,000 official distributors and showrooms, with annual global sales of 4.96 million vehicles, last year. In 2007, the Group was ranked the fifth automotive producer in the world.

Rapid growth brought Hyundai from the 11th position in 1999 to the 5th position in the world in 2007, when Mr. Mong Koo Chung took over the position of the Managing Director, with great ambition to position company among the world's top car manufacturers. Since then, the company, under the leadership of Mr. Chung, recorded steady progress, accelerating its growth and development by building new factories in the US, China, India, Slovakia, Czech Republic and Russia. In June 2008 it was announced that with 3,961,629 vehicles sold in 2007, Hyundai Group ranks fifth in the world's largest car manufacturers. Although the quantitative growth was one of the goals of Hyundai Group in the past, the company now focuses on the qualitative and social development, including continuous progress in technological innovation, brand development, as well as the activities of the company in the society. Hyundai Motor Company sponsored the largest football events, such as the European and World Cup, since 2007. Contract on sponsorship of these events has been signed until 2022.

The Hyundai Motor Group Company has an innovative business structure able to complete the entire production system from plain steel to the final product, the finished car. Hyundai Motor Company has eight factories worldwide and seven design and technical centers around the world, it has sold 4.96 million vehicles globally in 2015. With nearly 100,000 employees worldwide, Hyundai Motor Company continues its development in order to enhance its product line up with localized production of its models and seeks to strengthen its leading position in the development of new technologies, introducing the world's first mass-produced cars with engine power on fluid hydrogen cells, with its popular Tucson model.



1997 – 1999

1997 – otvaranje fabrike u Turskoj
/ opening of factory in Turkey

1998 – priključenje KIA Motors / joining of KIA Motors

1998 – otvaranje fabrike u Indiji
/ opening of factory in India

1999 – razvoj gorive čelije / fuel cells development

1999 – Equus, Accent (LC), Trajet



2000 – 2001

2000 – Santa Fe, Elantra

2000 – sponzorstvo EURO 2000 / Euro 2016 sponsorship

2001 – Coupe, Terracan, Matrix



2002 – 2003

2002 – Sonata osvaja prestižnu nagradu 1. mesto
po J.D. Power / Sonata won the prestigious award,
1st place by J.D. Power

2002 – otvaranje dizajnersko-tehničkog centra u
Kaliforniji / opening of design and technical center
in California

2003 – FIFA World Cup Korea / Japan 2003

2003 – otvaranje evropskog tehničkog centra
/ opening of European technical Center



2004 – 2005

2004 – izvoz preko 10 miliona vozila / exports of
over 10 million vehicles

2004 – predsednik Mong-Koo Chung imenovan za
najboljeg direktora 2004 godine / Chairman Mong-
Koo Chung named Best Director in 2004

2005 – otvaranje tehničkog centra i fabrike u
Alabama / opening of technical center and plant in
Alabama

2005 – službeni partner FIFA 2007–2014 / official
partner of FIFA 2007–2014

2005 – Hyundai medju 100 najboljih globalnih
brendova (Interbrand) / Hyundai among the top 100
global brands (Interbrand)



2009 – 2010

2009 – ix35

2009 – otvaranje češke fabrike sa godišnjim proizvodnim kapacitetom 300.000 vozila / opening of Czech plant with an annual production capacity of 300,000 vehicles

2010 – Sonata Hybrid

2010 – otvaranje fabrike u Rusiji/ opening of plant in Russia

2010 – ix20

2010 – ix35 na gorive ćelije / ix35 on fuel cells



2006 – 2008

2006 – 1. mesto po kvalitetu (J.D. Power) / 1st position by quality (J.D.Power)

2006 – 6. mesto po proizvodnji globalno / 6th position by sales globally

2006 – samostalan razvoj V6 dizelskog S-motora / independent development of V6 diesel S-engine

2007 – i10, i30

2008 – Genesis, Genesis Coupe, i30 wagon

2008 – samo u fabrići u Pekingu proizvedeno preko 1 milion vozila / 1 million vehicles produced only in Beijing factory

2008 – otvaranje 2. fabrike u Pekingu / opening of 2. plant in Beijing

2008 – razvoj nove generacije ekoloških R-dizelskih motora / development of a new generation of ecological R-diesel engine

2011

2011 – Veloster

2011 – lansiranje novog slogana “New Thinking. New Possibilities.” / new slogan launch “New Thinking. New Possibilities.”

2011 – puštanje u rad proizvodnje u ruskoj fabrići / start of production in the Russian factory

2011 – i40

2011 – Genesis





2012

2012 – Santa Fe nove generacije
/ Santa Fe new generation

2012 – otvaranje fabrike u Brazilu
/ opening of plant in Brasil

2013

2013 – Hyundai ulazi u WRC
/ Hyundai enters WRC

2013 – 2. mesto po zadovoljstvu kupaca
po Auto Bild-u / 2nd position in customer
satisfaction by Auto Bild

2013 – Genesis

2014

2014 – i10 nove generacije
/ i10 new generation

2014 – WRC: 3. mesto u Meksiku,
1. mesto u Nemačkoj
/ WRC: 3rd place in Mexico, 1st place in
Germany



> Period 2014-2016.

VOZILA NOVE GENERACIJE

Dizajnirana u evropskom Hyundai centru u Russelsheim-u, Nemačka, nova “i“ generacija Hyundai modela posebno kreirana za tržište Evrope, od naročitog je značaja nakon otvaranja fabrike u Češkoj 2008. godine. Hyundai po prvi put uvodi alfa numeričke oznake svojih modela. Novim nazivima modela kao i potpuno novim dizajnom, poboljšanim tehnički karakteristikama i unapređenim sistemima bezbednosti, Hyundai započinje novu eru svog razvoja.

Počev od 2007. godine kada je premijerno prikazan novi i30, svake naredne godine pojavljuje se po jedan novi model, 2008. novi i10, a zatim naredne godine novi i20 nastavlja evropskim stopama koje su utabali prethodni modeli.

Zaokruženje game “i“ generacije nastaje sa modelom ix35.

> Period 2014-2016

NEW GENERATION OF VEHICLES

Designed at the European Hyundai Centre in Russelsheim, Germany, the new “i“ generation of Hyundai models is specifically designed for the European market on which Hyundai is focused, especially with the opening of the production factory in the Czech Republic in 2008. Hyundai introduced the alpha numeric names of the car models for the first time. With the new names for its models, completely new design, improved technical characteristics and enhanced safety systems, Hyundai begins the new era of development.

Beginning in 2007 with the debut of the new i30, every year was launched at least one new model, the new i10 in 2008, the new i20 in 2009, continuing its developing on European market on its well paved popularity path of the previous models.

The gamma of the “i“ generation was completed with the new model ix35.



25 SJAЈNIH GODINA U SRBIJI

Prvi distributer za tržište Srbije i ex Jugoslavije je kompanija Slovenijales, dok je kompanija Progres preuzeila distributerstvo za Srbiju 1997. godine. Hyundai auto Beograd d.o.o postaje ovlašćeni distributer Hyundai automobila za Srbiju, prisutan na domaćem tržištu od 2002. godine do 2015. godine. Od jula 2015. godine distributerstvo za Srbiju preuzima Adriatic Motors Beograd u vlasništvu kompanije Taavura group.

Kupci na domaćem tržištu sve više prepoznaju kvalitet Hyundai vozila što se ogleda i u velikom rastu prodaje. Tako je Hyundai u Srbiji poslednjih godina među prva četiri automobilska brenda po prodaji sa tržišnim udelom oko 8%.

25 BRILLIANT YEARS IN SERBIA

The first distributor for the market of Serbia and ex-Yugoslavia, was company "Slovenijales". "Progres" company took over the distributorship for Serbia in 1997. Hyundai Auto Beograd d.o.o was the authorized distributor of Hyundai vehicles in Serbia from 2002 until 2015. Since July 2015 distributorships for Serbia is held by "Adriatic Motors doo Beograd", owned by Taavura group.

Customers in the domestic market increasingly recognize the quality of Hyundai vehicles, which is reflected in increased sales. Thus, Hyundai in Serbia is among the first four automotive brand's sales with a market share of around 8% in recent years.



>25 sjajnih godina u Srbiji

MANIFESTACIJA SA DUGOM ISTORIJOM PRIBLIŽILA JE HYUNDAI SRBIJI

Internacionalni sajam automobila (OICA) održava se u Beogradu od daleke 1938. godine, od kada okuplja sve elitne svetske proizvođače automobila. Posle otvaranja Beogradskog sajma, koji mi danas zovemo Staro sajmište, 1937. godine, naš grad je postao jedan od najozbiljnijih gradova u sajamskom okruženju.

Prvo pojavljivanje Hyundai brenda u Srbiji bilo je upravo na Beogradskom sajmu u martu 1991. godine, pre tačno 25 godina. Manifestacija sa dugom tradicijom sjajna je prilika da se prikažu korporativni standardi sajamskog nastupa, snaga brenda i najnovija dostignuća.

Na Internacionalnom sajmu automobila 2007. godine Hyundai je nagrađen za najbolji sajamski nastup nagradom UEPS-a (Udruženje ekonomskih propagandista Srbije). U ime kompanije nagradu je primio generalni direktor, gospodin Slavc Habič.

Na poslednjem održanom sajmu automobila u Beogradu, u martu 2016. premijerno je prikazana nova Elantra, prvi put u Evropi.





> 25 brilliant years Serbia

THE EVENT WITH A LONG HISTORY BROUGHT HYUNDAI BRAND CLOSER TO SERBIA

International Motor Show (OICA) in Belgrade has been taking place since 1938, when the global elite automobile manufacturers first time gathered together. After the opening of the Belgrade Fair, now called "Staro sajmište" (Old Fair Trade) in 1937, our city, the city of Belgrade has become one of the most important fair locations in the region.

The first appearance of Hyundai brand in Serbia was precisely at the Belgrade Fair in March 1991, exactly 25 years ago. The event with such a long tradition is a great opportunity to present the corporate standards, brand strength, and the latest developments.

At the International Motor Show in 2007 Hyundai was awarded the best presentation at the show - awarded by the "ASAE" (the Association of Serbian Advertisers). Mr. Slavc Habic received the award on behalf of the company.

During last Motor Show in Belgrade in March 2016, new Elantra premiered for the first time in Europe.





>25 sjajnih godina u Srbiji

HYUNDAI CENTAR NA NOVOM BEOGRADU ZAUVEK JE PROMENIO POGLED NA HYUNDAI U SRBIJI

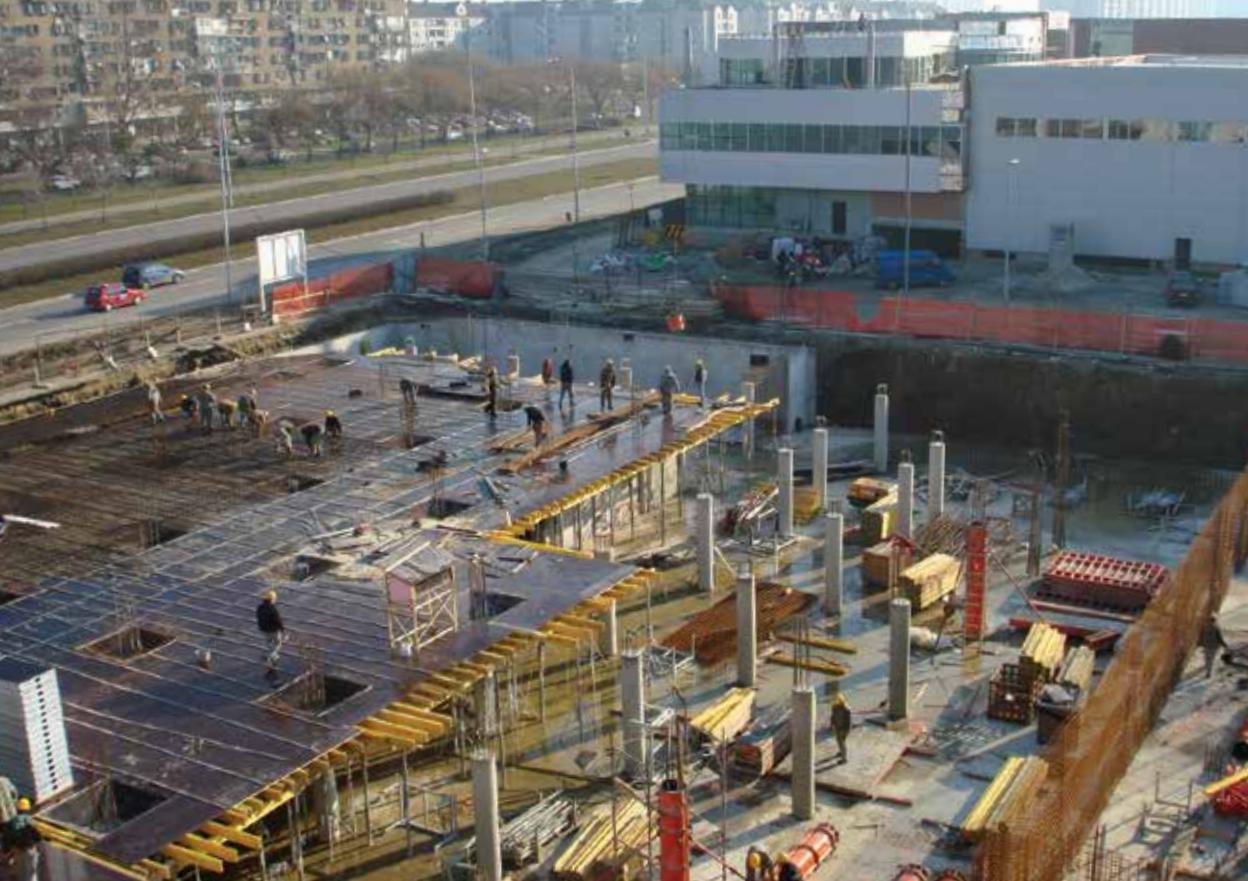
U maju 2008. godine, skoro godinu dana pre roka, otvoren je novi prodajno servisni centar u ulici Milutina Milankovića 7V na Novom Beogradu. Ulica koja je nekada bila zapuštena zelena površina ubrzo je postala središte prodaje automobila u Beogradu.

Atraktivno arhitektonsko zdanje prostire se na 6.000 kvadratnih metara, a opremljeno je po tadašnjim najnovijim standardima brenda Hyundai, koji su prvi put primenjeni u Evropi. Prilikom otvaranja centra Hyundai Auto Beogradu uručeno je specijalno priznanje za posebne doprinose razvoju brenda na ovom području – Hyundai Elite Dealer. Hyundai Auto Beograd je bio nosilac ovog specijalnog priznanja u naredne dve godine.

U novom prodajno-servisnom centru smešteni su eksluzivan prodajni salon, servis na površini od 1.000 m² u kojem se obavljaju sve usluge automehanike i autodijagnostike, limarski i farbarski radovi i ugradnja dodatne opreme. Pod istim krovom su i skladište rezervnih delova na površini od 500 m² sa oko 10.000 artikala, prodaja rezervnih delova i dodatne opreme, kao i sve administrativne aktivnosti.

U martu 2016. godine, Adriatic Motors na istoj lokaciji uvodi nove korporativne standarde brenda koji ulazi u novu fazu razvoja u nastojanju da postane najomiljeniji automobilski brend i po drugi put osvaja vredno priznanje “Hyundai Elite dealer“.

Srce naše kompanije su zaposleni, koji sa ogromnom energijom i ljubavlju razvijaju Hyundai u Srbiji.



HYUNDAI CENTER NEW BELGRADE CHANGED FOREVER THE PERSPECTIVE OF HYUNDAI IN SERBIA

On May 2008, almost a year ahead of schedule, the new sales and service center at Milutina Milankovića 7V Street in New Belgrade was opened, in a street that was once a deserted green space. This street soon became the very center of the automotive industry in Belgrade.

Attractive architectural structure covers an area of 6,000 square meters, equipped in accordance with the latest standards for Hyundai brand, which were applied in Europe for the first time. At the opening ceremony of the center, Hyundai Auto Beograd was rewarded with the special recognition award for special contributions to the development of the brand in this area – Hyundai Elite Dealer. Hyundai Auto Beograd was the holder of the special award for the next two years.

The new sales and service center consists of an exclusive sales area and the service area on total of 1,000 square meters equipped to perform automotive service repairs and diagnostics, including body and painting repair works as well as any works of installation of additional vehicle equipment. Under this same roof, there is the spare parts warehouse on an area of 500 square meters offering around 10,000 different items, spare parts and accessories, as well as the administrative and general office of the company.

In March 2016 Adriatic Motors introduces the new standards of corporate brand, entering the new stage of development in an effort to become the most popular car brand, and for the second time wins the prestigious award “Elite Hyundai Dealer”.

The heart of our company are our employees, who are developing Hyundai brand in Serbia with immense strength and love.



> Ambasadori Hyundai brenda u Srbiji

ZVEZDE KOJE SU SIJALE ZA HYUNDAI

ONI SU OBELEŽILI POSLEDNJIH 10 GODINA

Jelena Janković, teniska zvezda, koja je neprikošnovenno vladala svetskim ženskim tenisom postala je ambasador Hyundai brenda za Srbiju u julu 2006. godine, dok je zauzimala 15. mesto WTA liste. Već naredne godine desio se ogroman uspeh koji je Jelenu lansirao na prvo mesto. Poznata JJ je na najlepši način predstavljala Hyundai u Srbiji tokom naredne tri godine, pojavljivanjem u oglasima, na proslavama jubileja i predstavljanjem novih modela.

Fudbalski klub "Crvena zvezda" je predstavljao Hyundai brend u Srbiji od 2010. do 2012. godine. Tadašnji tim trenera Roberta Prosinečkog, jedan od dva najvoljenija fudbalska kluba u zemlji, bio je logičan izbor, budući da je podrška fudbalu strateško opredeljenje Hyundai Motor Company. Na ovaj način srpski tim se pridružio globalnoj kampanji podrške FIFA i UEFA takmičenja.

Originalni, jedinstveni i sasvim drugačiji, odavno su postali sinonimi za našu poznatu pop-rok grupu "Neverne bebe" čiji je CD 2003. godine postao najprodavanije rok izdanje na ovim prostorima. "Neverne bebe" su svojim zvukom bojile Hyundai u Srbiji tokom 2009. i 2010. godine.

Haris Džinović, jedna od najvećih zvezda domaće muzike na ovim prostorima, predstavljao je Hyundai u Srbiji od 2011. do 2014. godine. Njegova muzika će se pamtitи kao nešto što sa godinama samo dobija na svojoj vrednosti. Jedinstven zvuk sa naših prostora dao je poseban pečat imidžu koji Hyundai razvija u Srbiji.



The ambassadors of the brand Hyundai in Serbia

THE STARS THAT SHONE FOR HYUNDAI

THEY MARKED THE LAST 10 YEARS

Jelena Jankovic, a tennis star who ruled the world of women's tennis, became the Ambassador of Hyundai brand in Serbia in July 2006, as she took 15th place on the WTA list. The following year was marked by huge success, which launched Jelena to the first place. Famous "JJ" represented Hyundai in Serbia during the next three years, appearing in advertisements, jubilee celebrations and at the launching of the new Hyundai models.

Football club "Crvena Zvezda" represented Hyundai brand in Serbia from 2010 to 2012. At that time, the team was coached by the former player, Robert Prosinecki. One of the two most beloved soccer clubs in country was the logical choice to support the strategic orientation of Hyundai Motor Company towards football. In this way, the Serbian team joined global campaign to support FIFA and UEFA competitions.

Original, unique and completely different became synonyms for our famous pop-rock band "Neverne bebe", whose CD in 2003 became the best-selling rock release in the country. "Neverne bebe" and their sound marked Hyundai brand in Serbia in 2009 and 2010.

Haris Džinović, one of the most popular stars of the local music in the region, represented Hyundai in Serbia from 2011 to 2014. His music will be remembered as evergreen. The unique sound from our region gave a special feature to the image of Hyundai in Serbia.



> Lansiranje novih modela i test vožnje

ŠESNAEST NOVIH HYUNDAI MODELA U PROTEKLOJ DECEPNIJI

Poseban događaj za svaki automobilski brend predstavlja premijerno predstavljanje i test vožnje novih modela. Ovo je prilika da se važnim zvanicama, medijima, prijateljima kuće, poslovnim partnerima i članovima Hyundai kluba ekskluzivno predstave novi modeli putem specijalnih događaja i programa predstavljanja, uključujući test vožnje koje omogućavaju da najnoviju generaciju modela prvi isprobaju u uslovima vožnje na putu i na poligonu.

Za poslednjih 10 godina predstavljeno je u Srbiji 16 novih Hyundai modela.

Počev od modela Grandeur preko prvog predstavljanja nove Hyundai generacije "i" modela, od novog i30 koji se pojavio 2007. godine, sveke naredne godine se pojavljivao po jedan novi model iz svakog segmenta, 2008 – novi i10, 2009 – novi i20, 2010 – novi ix35, dok je 2011. godina bila izuzetna sa predstavljanjem čak 5 nova modela: Elantra, Veloster, Genesis Coupe, i40 i ix20 dok se već naredne 2012. godine, pojavila nova generacija i30, a zatim godinu za godinom do 2016. novi modeli Santa Fe, i10, i20, Tucson i Elantra.

Novi Tucson, naslednik modela ix35, oduševio je prisutne na događaju povodom lansiranja modela u septembru 2015. Najnoviji Hyundai model, Elantra, imao je svoju evropsku premijeru na upravo završenom Sajmu automobila u Beogradu u martu 2016. godine.





> The launch of new models and test drives

SIXTEEN NEW HYUNDAI MODELS IN THE PAST DECADE

A special event for every car brand is the launch event and test drive of new models. This is an opportunity to introduce new models through special events and program presentation, including test drives for business partners, media, Hyundai Club members, offering the opportunity to them to test drive the latest model at the real road conditions.

For the last 10 years 16 new Hyundai models were presented in Serbia.

Beginning with model Grandeur, followed by the first presentation of the new generation of Hyundai "i" models, the new i30, which appeared in 2007, one after another appeared new models in each segment, the new i10 in 2008, the new i20 in 2009, the new ix35 in 2010, while the year 2011 was exceptional due to the introduction of 5 new models: Elantra, Veloster, Genesis Coupe, i40 and ix20. In the very next year, 2012, appeared a new generation of i30, and then year after year until 2016 the new Santa Fe, i10, i20, Tucson and Elantra.

New Tucson, successor of the ix35 model, excited the expectations of the audience at the event at the launching ceremony in September 2015. The latest model of Hyundai, Elantra, had its European premiere at the recently held Belgrade Car Show, in March 2016.





> Hyundai café i Hyundai klub

PRIJATAN KUTAK ПАМЕЊЕН ЛJUBITELJIMA HYUNDAI AUTOMOBILA

HYUNDAI CAFÉ

U jednoj od najprestižnijih ulica, u središtu noćnog života prestonice, na uglu ulica Strahinjića Bana i Rige od Fere, u junu 2008. godine otvoren je Hyundai O Polo cafe. Otvaranjem Hyundai O Polo cafe-a realizovana je ideja da se članovima Hyundai kluba omogući organizovano druženje, a svim posetiocima cafe-a boravak u prijatnom ambijentu uz mogućnost upoznavanja Hyundai modela i aktuelnih dešavanja.

Veliko nam je zadovoljstvo što smo prvi, ne samo u Srbiji nego i u svetu, započeli ovakav projekat i pružili, u najelitnijem delu Beograda, prijatan kutak za druženje svim ljubiteljima Hyundai automobila. Hyundai Motor Company nagradio je projekat Hyundai café prestižnom nagradom koja se dodeljuje globalno unutar kompanije za dostignuća u vezi marketinga “Marketing excellence of the Year Award 2009“.

Otvaranje Hyundai O Polo cafe-a je bila odlična prilika da Hyundai, sponzor Evropskog prvenstva u fudbalu, obeleži kraj ovog velikog sportskog takmičenja navijanjem za pobednika Evropskog prvenstva u polufinalnoj utakmici.

U poslovnom centru u ulici Milutina Milankovića 7V, u kojem je smešten Hyundai centar, u maju 2009. godine je otvoren drugi po redu Hyundai cafe koji i sada možete posetiti.

HYUNDAI CLUB

Osnovan 2008. godine sa željom da se okupe ljubitelji Hyundai automobila širom Srbije, do danas broji oko 1.520 članova. Počasni prvi član Hyundai kluba u Srbiji bila je teniska zvezda Jelena Janković. Hyundai cafe je zamišljen kao posebno mesto za druženje i razmenu iskustava svih vlasnika Hyundai automobila. Članovi kluba su dragi gosti na svim bitnim događajima kao što su promocija novog modela, test vožnje i ostale akcije.



> Hyundai café & Hyundai club

A COZY CORNER PLACE DEDICATED TO HYUNDAI CAR FANS

HYUNDAI CAFÉ

Hyundai O Polo cafe was opened in the center of Belgrade's nightlife, at the corner of Strahinjića Bana and Rige od Fere Streets, in June 2008. The opening of Hyundai O Polo café was the realization of the idea of an organized gathering place for members of Hyundai Club, and a pleasant environment with the possibility of getting familiar with Hyundai models and current events for the visitors in general.

It is our great pleasure to be the first in Serbia and globally to initiate such a project and to provide a pleasant place to hang out for all fans of Hyundai cars in the elite part of the city. Hyundai Motor Company has awarded the project Hyundai café prestigious prize which is awarded globally within the company for achievements regarding marketing, "Marketing Excellence of the Year Award 2009"

Opening of the Hyundai O-Polo cafe was a great opportunity for Hyundai, the sponsor of the European Football Championship, to mark the ending of this great sports competition and to support the possible winner of the European Championship in the semi-final match.

Second Hyundai café was opened in Hyundai Centre, in Milutina Milankovica Street 7V, in May 2009.

HYUNDAI CLUB

Founded in 2008 with the goal to gather fans of Hyundai cars in Serbia today has about 1,520 members. The honorary first member of Hyundai Club in Serbia was the tennis star Jelena Jankovic. Hyundai café is designed as a special place for socializing and exchanging experiences of all owners of Hyundai cars. Club members are welcomed at all important events, such as promotion of new Hyundai models, test drives and other events.



- > [Hyundai magazin](#)
 - > [Hyundai magazine](#)
-

HYUNDAI MAGAZIN

U periodu od 2007. do 2012. godine, iz meseca u mesec, Hyundai magazin se bavio temama iz automobilizma, novostima vezanim za Hyundai, ali i za svakodnevne teme, turizam, zabavu, nagrađujući najbolje dečije bojanke koje su krasile srednje strane magazina.

Čitaoci su upućivali pitanja našim servisnim menadžerima i tražili savete u vezi održavanja automobila, dodatne opreme i ostalih tema u posebnoj rubrici "Pitajte majstore".

Poslednjih godina se Hyundai magazin preselio na našu Facebook stranicu koja sada broji oko 150.000 članova.

HYUNDAI MAGAZINE

Between 2007– 2012, every month, Hyundai magazine dealt with topics in motorsports, news related to Hyundai, but also to everyday topics, tourism, fun, rewarding the best children's coloring books which have been printed inside the magazine as well.

Readers of the magazine were sending questions asking for our service manager's advice on car maintenance, accessories, and other topics under the headline "Ask the technicians".

In recent years, Hyundai magazine moved to our Facebook page, which now has about 150,000 members.

Zrak 2010. broj 4

HYUNDAI

Poznata Coreanizing direktora
Hyundai Auto it's o Bengal
Bengal Ca auto grupa te nema među pet
vrednosti priznajuća automobila.

Nova Hyundai i20
Hyundai novac novi Kappa motor kap. 1.6l. genic
Suneta MY08 o Sjevernoj Americi dobitje nagrada za
"Best New Car" u kategoriji "Small Car".
Hyundai Genesis automobil godine u Sjevernoj Americi
Pokušajno Hyundai je bio drugi u svom modelu pre
vezetka do 2010 na Euro NCAP testu.
Hyundai Auto it's o Bengal pokrenut dogovorom s deluju
"Budžet vozilu do 2010. godine".

Nova Hyundai i20



HYUNDAI
Drive your way™

REPLACIJA 01044000
01117-0151

HMS

HYUNDAI MAGAZIN SRBIJA

NEW THINKING. NEW POSSIBILITIES.

new
experience:
**novi
i40**
new
experience:
**nova
elantra**

FLUIDIC
DESIGN
1+2
KONCEPT

novi model :
**GENESIS
COUPE**

nagrade:
SAINTA FE
DAURBEZBEDNJE
VOZILO U 2011.

akcija
SERVISNE
AKCIJE

VELOSFER



> FIFA I UEFA sponzorstvo

FUDBAL - NAJVAŽNIJA SPOREDNA STVAR ZA HYUNDAI U PROTEKLIH 15 GODINA

Hyundai Motor Company podržava vrhunski sport, prvenstveno najvažnija svetska fudbalska takmičenja. Hyundai je saradnju sa FIFA započeo pre više od 15 godina, 1998. godine, kada je potpisana ugovor o sponzorstvu 13. FIFA takmičenja, uključujući i ugovor za FIFA Svetski kup Koreja - Japan 2002. godine. Ovaj ugovor je zatim produžen do FIFA Nemačkog kupa 2006 godine, da bi nakon toga usledio dugoročni ugovor o nastavku partnerstva do 2022. godine.

Hyundai Motor Company smatra sponzorstvo fudbala jednim od ključnih elemenata u svojoj globalnoj strategiji, kao efikasan način komunikacije sa svojim kupcima. Deleći sa njima strast prema fudbalu, Hyundai sa svojim kupcima gradi i produbljuje međusobnu povezanost.

Hyundai je obezbedio autobuse za prevoz nacionalnih timova, koji su bili ukrašeni nacionalnim bojama, zastavama i sloganima. Konkurs za najbolji slogan ispisana na autobusima, koji prevoze nacionalne timove u toku takmičenja, bio je organizovan i u Srbiji više puta. Slogan "Igramo srcem, vodimo osmehom!", pobednice takmičenja za najbolji slogan, Aleksandru Vasiljević, bodrio je naš nacionalni tim 2010. u Južnoj Africi.

Velike lopte dobre volje (Good will Ball) bodrile su nacionalnu reprezentaciju Srbije na više evropskih i svetskih šampionata, ispisane širom Srbije najlepšim željama za uspeh našeg tima, da bi se zajedno sa loptama iz drugih zemalja na kraju našle ispred stadiona pred početak svake utakmice nacionalnog tima.





> FIFA & UEFA sponsorship

FOOTBALL – THE SECOND MOST IMPORTANT THING FOR HYUNDAI OVER THE PAST 15 YEARS

Hyundai Motor Company supports professional sport, especially the world's most important football competitions. Hyundai's collaboration with FIFA began more than 15 years ago, in 1998 when the company signed a sponsorship contract for 13 FIFA competitions including the contract for the FIFA World Cup Korea - Japan 2002. This contract was then extended to the German Cup FIFA 2006 which was followed by a long-term agreement to continue the partnership until 2022.

Hyundai Motor Company considers sponsorship of football one of the key elements of its global strategy, as an efficient way to communicate with its customers. By sharing with its customers the passion for football, Hyundai builds and deepens the mutual connection.

Hyundai provided the buses decorated with the colors of the national flags and fan slogans for the transportation of the national teams. The contest for the best slogan that was printed on the buses of the national teams during the competition was organized in Serbia more than once. The slogan "We play with our heart, we win with a smile!", made by the winner of a competition for the best slogan, Ms. Alexandra Vasiljević, was supporting the national team of Serbia in South Africa in 2010.

Good Will Balls were also supporting national team of Serbia at a few European and world championships. Balls were carrying best wishes for success of our team, written in all parts of Serbia. They were exposed in front of the stadium before each game of the national team.



- > **Hyundai karavan**
 - > **Hyundai roadshow**
-

HYUNDAI KARAVAN NA PUTU KROZ SRBIJU

Maja 2009. godine krenuo je prvi Hyundai karavan kroz Srbiju, obilazeći sve veće gradove u kojima Hyundai mreža ima svoje zastupnike, sa ciljem da najnovija dostignuća i modele automobila približi srpskom tržištu.

Svake subote u drugom gradu, Hyundai karavan je predstavljao svoju najnoviju generaciju vozila, novog dizajna i kvaliteta sa kojom su se posetioци mogli upoznati u toku test vožnji. Zabavni program za najmlađe posetioce kao i za one starije činio je boravak na našem putujućem štandu nezaboravnim iskustvom.

U sklopu akcije Before service, omogućeno je vlasnicima Hyundai vozila da potpuno besplatno, na licu mesta, provere ispravnost svojih vozila i tako doprinesu bezbednom saobraćaju. Hyundai se ovom manifestacijom koja je postala tradicionalna, već osam godina uspešno predstavlja u gradovima širom Srbije.

HYUNDAI ROADSHOW THROUGH SERBIA

The first Hyundai roadshow through Serbia started in May 2009. The roadshow visited all major cities in which Hyundai has its own dealers network, with the goal of presenting the latest developments and models of cars at Serbian market.

Hyundai roadshow presented the latest generation of vehicles, the new design and quality, offering visitors the test drive every Saturday. The entertainment program for the youngest visitors and for the older ones was the unforgettable experience.

As part of the Before service campaign, the owners of Hyundai vehicles were offered the quick free inspection of their vehicles and thus contributed to traffic safety. This event, that has become traditional, successfully presents Hyundai brand in cities across Serbia for the last eight years.



> Bezbednost dece u saobraćaju

“ZNANJE I BOJICE ZA BEZBEDNE ULICE”

Počev od 2008. godine, kao društveno odgovorna kompanija, Hyundai u Srbiji se već 8 godina kontinuirano bavi organizacijom jedne od najvećih akcija posvećenih povećanju bezbednosti dece u saobraćaju na teritoriji Srbije, “Znanje i bojice za bezbedne ulice”. Cilj je da se skrene pažnja javnosti na problem bezbednosti dece u saobraćaju i da se deci školskog uzrasta, koja su po istraživanjima najugroženija, približi ova veoma bitna tema putem edukativnih radionica i takmičenja u znanju za učenike trećih i četvrtih razreda i likovnih radionica za mlađe učenike. Naredne, 2009. godine, akcija je dobila svog zvaničnog promotera, poznatog slikara, gospodina Cileta Marinkovića. Nagrađeni dečiji crteži su prikazani na stalnoj izložbi u Hyundai centru, ali je njihov značaj još veći, jer su na automobilu marke Tucson, koji je vozio promoter Cile Marinković, postali stalni podsetnik učesnicima u saobraćaju da poštuju saobraćajne propise.

U februaru 2011. godine, Hyundai Auto Beograd u saradnji sa Ministarstvom unutrašnjih poslova, organizuje takmičenja u poznavanju saobraćajnih propisa između učenika 20 škola širom Srbije. Akcija se sastoji iz 4 nivoa, počev od školskog takmičenja do republičkog takmičenja najboljih škola. Testove i edukativne materijale pripremili su stručnjaci iz Saobraćajne škole iz Beograda, a uz podršku Hyundai-a objavljena je knjiga “Čarobne priče o saobraćaju”, Biljane Kordić, profesorke Saobraćajne škole, autorke više knjiga o bezbednosti u saobraćaju.

Naredne, 2012. godine, dodeljena je vredna nagrada, van H1 kombi za prevoz putnika, najuspešnijoj školi, pobedniku republičkog takmičenja znanja o bezbednosti u saobraćaju, OŠ “Svetozar Miletić” iz Zemuna. Pored direktora Slavca Habiča, nagradu je ispred Ministarstva unutrašnjih poslova dodelio gospodin Ivica Dačić.

Adriatic Motors je tokom 2015. godine poseban deo programa održao u Nacionalnoj vozačkoj akademiji - NAVAK, gde je veliki broj mališana aktivno učestvovao u programu, koji je specijalno osmišljen i pripremljen za navedeni uzrast. Uz korišćenje simulatora čeonog sudara i simulatora prevrtanja vozila mališanima je brzo postalo jasno koliko je važna pravilna upotreba dečijih sedišta i sugurnosnog pojasa. Poseban deo programa bio je posvećen demonstraciji bezbedne vožnje, gde je u realnim uslovima, prikazano kako se ponaša automobil u saobraćaju.

Za 8 godina postojanja akcije “Znanje i bojice za bezbedne ulice” uključeno je preko 20.000 dece, učenika nižih razreda iz 60 škola u sedam gradova Srbije, u Beogradu, Novom Sadu, Nišu, Kraljevu, Jagodini, Zrenjaninu i Čačku.



> Increasing the safety of children in traffic

“KNOWLEDGE AND CRAYONS FOR SAFE STREETS”

As a socially responsible company Hyundai in Serbia was for the last 8 years continuously engaged in organization of one of the largest campaigns dedicated to increasing the safety of children in traffic on the territory of Serbia – “Knowledge and Crayons for Safe Streets”. The goal is to draw public attention to the problem of children’s safety in traffic. The goal is as well to introduce this topic to the children at the school age, according to all researches the most vulnerable in traffic, through workshops and knowledge contests for students of third and fourth grade, and through various art workshops for younger children. Mr. Cile Marinković, the famous painter, became the first official promoter of traffic safety activity in 2009. Award-winning children’s drawings are displayed at permanent exhibitions in Hyundai center, but their significance is even greater because the car, the Tucson model, driven by the promoter Mr. Cile Marinković, illustrated with children’s drawings, became a constant reminder to all actors in the everyday traffic to follow the traffic regulations.

In February 2011, Hyundai Auto Belgrade, in cooperation with the Ministry of the Interior, organized a traffic regulations knowledge contest for students from 20 different schools throughout Serbia. It consisted of 4 segments including a school contest, municipal contest, inter-city contest and the final contest between the best schools. Tests and educational materials were prepared by experts from the Traffic School in Belgrade. The book “Magic Tales of Traffic” written by Mrs. Biljana Kordic, professor at the Belgrade Traffic School, author of several books on road safety, was successfully published with the support of Hyundai in addition.

In 2012 a Hyundai van H-1 was given as an award to the most successful school, “Svetozar Miletić” elementary school in Zemun. The prize was awarded to the elementary school by both the Managing Director Mr. Slavc Habić and Mr. Ivica Dačić, Minister of Interior of Republic of Serbia.

During the 2015, Adriatic Motors organized a special part of the program at the National Drivers’ Academy - NAVAK. Many children took part in the program specially designed for their age. Through simulating the frontal collision and rollover it was made clear how important using of the kid seats and belts is. A special part of the program was dedicated to the demonstration of safe driving, where was shown, in real driving conditions, car behavior in traffic.

Eight years of “Knowledge and Crayons for Safe Streets” campaign engaged over 20,000 children from 60 elementary schools in Belgrade, Novi Sad, Niš, Kraljevo, Jagodina, Zrenjanin and Čačak.



PARTNERI ČIJU VERNOST CENIMO

Za poslednjih 10 godina Hyundai je u Srbiji isporučio preko 1.000 vozila velikim kupcima od kojih su najznačajnije kompanije VIP mobile, Delhaize group, Galenika, AWT, Silbo, Sarantis, Ericsson, Asseco SEE, Intertravel, TV Prva, B92, Bonifar, A.S.A. Eko, taksi udruženje iz Zrenjanina i mnoge druge.

Zahvaljujemo se svima za vernošć i obećavamo još bolju uslugu!

PARTNERS WHOSE LOYALTY WE APPRECIATE

For the past 10 years Hyundai has delivered over 1,000 vehicles to fleet customers in Serbia among which the most important are companies VIP Mobile, Delhaize Group, Galenika, AWT, Silbo, Sarantis, Ericsson, Asseco SEE, Intertravel, TV Prva, B92, Bonifar, A.S.A. Eko, and many others.

Thank you for your loyalty, we promise even better service in the future!







HVALA ZA
25 SJAĆNIH GODINA!

THANK YOU FOR
25 BRILLIANT YEARS!



ADRIATIC MOTORS

HYUNDAI

NEW
TUCSON



HYUNDAI



 HYUNDAI

Živí
ušteno. Vozí Hyu
dai.

 HYUNDAI



 HYUNDAI

Mobilní
Hyundai

 HYUNDAI







Adriatic Motors d.o.o. Beograd

Milutina Milankovića 7V, 11070 Novi Beograd

T: +381 (0)11 2252 301

F: +381 (0)11 2252 303

E: office@hyundai.co.rs

www.hyundai.rs



