



**HYUNDAI AND MANDO:
THE BRAND IS MORE THAN
A CAR**

LEARNING OBJECTIVES



- Understand Hyundai's transformation from a car manufacturer to a global lifestyle brand.
- Learn about Mondo and its impact on Hyundai's brand identity.
- Explore Hyundai's innovation in technology, sustainability, and consumer experience



INTRODUCTION TO HYUNDAI

- Brief Overview:
 - Founded in 1967 in South Korea.
 - Initially known for affordable and reliable cars.
- Brand Evolution: Today, Hyundai is recognized for its innovation, sustainability, and forward-thinking approach to mobility and lifestyle.



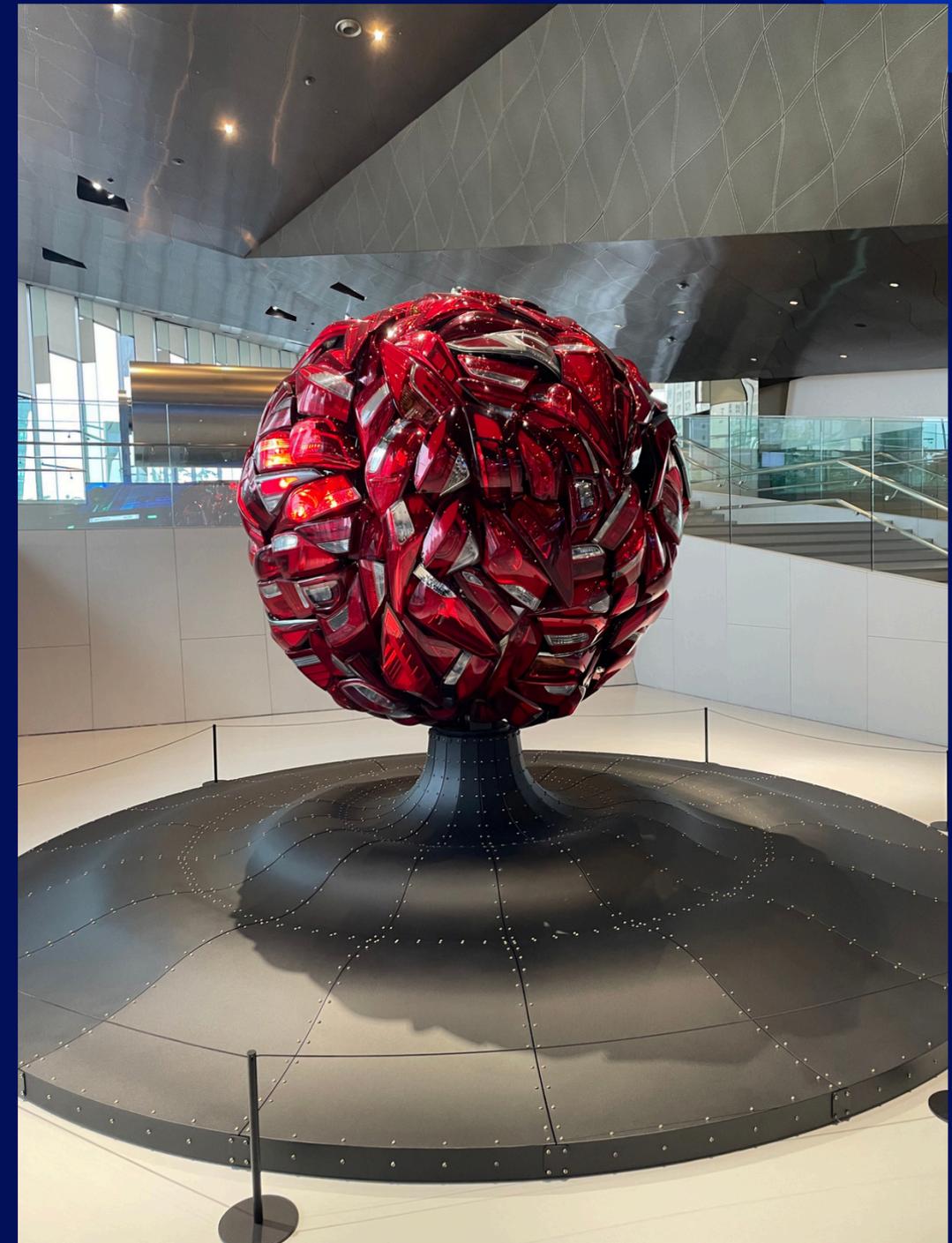


MANDO: EXPANDING BEYOND THE CAR

- What is Mando?
 - Mando represents Hyundai's vision of creating a brand that integrates seamlessly into the consumer's lifestyle.
 - Focus on innovation, technology, sustainability, and design

HYUNDAI AND SUSTAINABILITY

- Eco-Friendly Initiatives:
 - Commitment to reducing carbon emissions and achieving a sustainable production process.
 - Plans to become carbon neutral by 2045.
- Partnerships: Collaborating with organizations to promote clean energy and green technology.
- Image: A visual representation of Hyundai's green initiatives and eco-friendly vehicles.





MANDO AND THE LIFESTYLE INTEGRATION

- Beyond Cars: Mando emphasizes Hyundai's role in lifestyle, not just transportation.
 - Involvement in music, art, fashion, and technology.
 - Collaborations with artists and designers to create unique experiences and products.
- Consumer Experience: Creating a brand identity that resonates with modern and tech-savvy audiences.

HYUNDAI'S IMPACT ON COMMUNITIES

- Investment in Local Economies:
 - Manufacturing plants in Georgia and Alabama, creating thousands of jobs.
 - Support for local initiatives and workforce development programs.
- Community Engagement: Focus on giving back through educational programs, scholarships, and sustainability projects.





BREAK SLIDE

Evolution of Car Manufacturing





**THANK
YOU**

