

# News Release

## Study confirms top lifestyle trends for European consumers are sustainability and e-mobility

- Climate change, cost-of-living crisis, among others, influence lifestyle changes for European consumers
- Study shows European consumers prioritise purchasing more sustainably in 2023
- Europeans expect to reduce household budgets and switch to e-mobility – but still unwilling to give up private cars

Offenbach, 28 June 2023

### TOTAL NUMBER OF RESPONDENTS ALL G5 MARKETS: 2,617

1ST	<b>**More sustainable**</b>	1,266	48%
=2ND	Reduce household budget	964	37%
=2ND	Switch to e-mobility	961	37%
4TH	Less flights/car rides	866	33%
5TH	More online shopping	814	31%
6TH	More long-distance holidays	652	25%
7TH	Adopt a more hybrid work model	596	23%
LAST	Consider giving up car	311	12%

### UK

1ST	<b>**More sustainable**</b>	255	49%
2ND	Reduce household budget	232	44%
3RD	More online shopping	186	36%

4TH	Switch to e-mobility	178	34%
5TH	Less flights/car rides	159	30%

GERMANY			
1ST	**Switch to e-mobility**	218	41.60%
2ND	More sustainable	211	40%
3RD	Less flights/car rides	206	39%
4TH	Reduce household budget	177	34%
5TH	More online shopping	147	28%

FRANCE			
1ST	**More sustainable**	228	44%
2ND	Less flights/car rides	218	42%
3RD	Reduce household budget	212	41%
4TH	Switch to e-mobility	173	33%
5TH	More online shopping	156	30%

SPAIN			
1ST	**More sustainable**	279	53%
2ND	Reduce household budget	188	36%
3RD	Switch to e-mobility	186	35%
4TH	More long-distance holidays	164	31%
5TH	Less flights/car rides	157	30%

ITALY			
1ST	**More sustainable**	293	56%
2ND	Switch to e-mobility	206	39%
3RD	More online shopping	172	33%
4TH	Reduce household budget	155	30%
5TH	Less flights/car rides	126	24%

18-34 TOTAL RESPONDENTS: 799			
1ST	**More sustainable**	338	42%

2ND	Switch to e-mobility	315	39%
3RD	Less flights/car rides	298	37%
4TH	More online shopping	279	35%
4TH	Reduce household budget	277	35%
6TH	More long-distance holidays	228	29%
7TH	Adopt a more hybrid work model	209	26%
LAST	Consider giving up car	112	14%

#### 35-49 TOTAL RESPONDENTS: 940

1ST	**More sustainable**	451	48%
2ND	Switch to e-mobility	368	39%
3RD	Reduce household budget	335	36%
4TH	More online shopping	290	31%
5TH	Less flights/car rides	284	30%
6TH	Adopt a more hybrid work model	234	25%
6TH	More long-distance holidays	231	25%
LAST	Consider giving up car	127	14%

#### 50-69 TOTAL RESPONDENTS: 878

1ST	**More sustainable**	477	54%
2ND	Reduce household budget	352	40%
3RD	Less flights/car rides	284	32%
3RD	Switch to e-mobility	278	32%
5TH	More online shopping	245	28%
6TH	More long-distance holidays	193	22%
7TH	Adopt a more hybrid work model	153	17%
LAST	Consider giving up car	72	8%

- End -

#### About Hyundai Motor Europe HQ

Hyundai Motor Europe HQ was formally established in 2000 with its main office in Offenbach, Germany. It is the regional headquarters responsible for selling vehicles in 47 European countries through 2,279 sales outlets, holding a 4.6 per cent market share in 2022. More than 70 per cent of the vehicles Hyundai sold in the region are models engineered, tested, and built in Europe to meet the needs of European customers, served by the company's Czech and Turkish production plants.

In 2022, more than 16 per cent of Hyundai cars sold in Europe were fully-electric vehicles (BEVs and FCEVs), including IONIQ 5 and the fully-electric subcompact SUV KONA Electric. This makes Hyundai one of the leading manufacturers in terms of fleet share as well as total sales of fully-electric vehicles in Europe, as the company transitions to becoming a Smart Mobility Solutions Provider. In addition, more than 80 per cent of Hyundai's current line-up in Europe is available as an electrified version.

Hyundai Motor Company further consolidated its position as a leader in the era of electrified mobility with the launch of its Electrified Streamliner IONIQ 6 in July 2022. Built on Hyundai Motor Group's innovative Electric Global Modular Platform (E-GMP), it offers an array of advanced technologies, personalised space and features, as well as extended range, to redefine the boundaries of electric mobility. It has already turned heads, and 2,500 units of the First Edition sold out within 24 hours.

Hyundai offers its unique Five Year Unlimited Mileage Warranty package with all new cars sold in the region, providing customers with a five-year warranty with no mileage limit, five years of roadside assistance, and five years of vehicle health checks.

More information about Hyundai Motor Europe HQ and its products is available at [www.hyundai.news](http://www.hyundai.news).

Follow Hyundai Motor Europe HQ on Twitter [@HyundaiEurope](https://twitter.com/HyundaiEurope) and Instagram [@Hyundai.Europe](https://www.instagram.com/Hyundai.Europe)

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#### About Hyundai Motor Company

Established in 1967, Hyundai Motor Company is present in over 200 countries with more than 120,000 employees dedicated to tackling real-world mobility challenges around the globe. Based on the brand vision 'Progress for Humanity,' Hyundai Motor is accelerating its transformation into a Smart Mobility Solution Provider. 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. In pursuit of sustainable future for the world, Hyundai will continue its efforts to introduce zero emission vehicles equipped with industry-leading hydrogen fuel cell and EV technologies.

**Disclaimer:** Hyundai Motor Company believes the information contained herein to be accurate at the time of release. However, the company may upload new or updated information if required and assumes that it is not liable for the accuracy of any information interpreted and used by the reader.