

# MOTORING

## Hyundai to Commence Russian Manufacturing Operation in St. Petersburg



Hyundai Motor Co has selected Saint Petersburg as the site of its first manufacturing operation in Russia. Hyundai will begin construction work on the new plant by June next year and plans to invest \$400 million in the manufacturing operation, according to a memorandum of intentions signed today by Hyundai Vice Chairman and CEO Kim Dong-ik and Saint Petersburg Governor Valentina Matvienko at the signing ceremony in Seoul.

"Though we've performed well so far, our future prospects for growth in the Russian market depend on getting closer to our customers. This plant will allow us to better serve our customers and will ensure our success in one of the world's most dynamic and fastest-growing economies," said Chairman Chung Mong-Koo.

Hyundai today is the third leading imported car brand in Russia with Jan-Nov sales of 130,166 units, up 145.4 percent over the same period last year. In 2006, Hyundai was the number two imported car brand with sales of 100,685 units.

Established in 1967, Hyundai Motor Co. has grown into the Hyundai Motor Automotive Group which is ranked as the world's sixth largest automaker in 2006 and includes over two dozen auto-related subsidiaries and affiliates. Employees over 68,000 people work for Hyundai Motor worldwide. Sales of \$1.5 billion in sales in 2006. The group's consolidated gross profit is \$1.4 billion. Consolidated revenue in vehicles are sold in 198 countries through some 2,000 dealerships and showrooms. Hyundai Motor also has a presence in other industries and its products are available at companies worldwide.

## 'Why You Need Ride-On Tyre Protection'

The representative/country manager of Ride-On Tyre Protection System, Mr. Kayode Thomas, has advised all motorists in the country to hook up to the Ride-On Tyre Protection in order to save lives and property on the roads.

The manager who stated this recently during a chat with news men, said "The ride-on tyre protection system, a product known more for its safety features than any of its many other benefits. The idea is that at the end of my session, you, just like thousands of Nigerians, will begin to realize the value in protecting our tyres and by inference, our lives. This is reflected in our company's mission: "To save lives and money by significantly reducing punctures and blowouts in tyres"

According to him, "Ride-On has since embedded itself in the ears of Nigerians and has established itself as the market leader and pioneer for safety on our roads via the reduction in puncture and blow out related accidents. We have established an array of credible installation centres. Some of these include Elizade Motors in Ogba, Skymit Motors in Ikeja, Lanre Shittu Motors in Western Avenue, Motor Plus in Lekki, Tyre Junction in Apapa, CICA in Ikeja to mention a few. We have recently established in Rivers State, with Abuja to follow in January. Other locations are planned throughout 2008."

He said his company offers add on value to customers in areas such as: Free trials; Free installation at customer's convenience;

Free training for self-installing customers; Free advice and safety tips on safe use of tyres; Free permanent ongoing support for all customers; Fully equipped mobile workshops with highly skilled and trained technicians; Strategically located installation centres; Credit facilities; and the reach and means to respond usually within a few hours.

"Our ever growing list of credible clients include the Central Bank of Nigeria, Skye Bank, Zenith Bank, Crusader Insurance, British Council, Costain, Koda Transport, Shoreline and Bankers Warehouse. Others include Harbury Nigeria Ltd, Mallison Nigeria Ltd, and Mikano."

Ride-on Tyre Protection can be reached on 01-2719761, 01-7644705, 01-7652158. E-mail: enquiries@ride-onnigeria.com

## Kia Carnival wins People's Choice Award in Australia

Australia's most popular MPV, the Kia VQ Carnival range (known simply as 'Kia Carnival' or 'Kia Sedona' in many markets) has won the 2007 Carsales Network People's Choice Award in the People Mover category.

From 1 November 2006 to 31 October 2007, every time a Carsales Network user placed an enquiry on a new car, whether through carsales.com.au, carpoint.com.au or any of its affiliated websites, the enquiry counted as a vote in the 2007 Carsales Network People's Choice Awards.

Commenting on the 2007 People's Choice Awards, Carsales.com Managing Director and CEO, Greg Roebuck said, "During 2007, hundreds of thousands of new car enquiries were placed across Carsales Network websites. That means we can determine exactly which new car models Australian buyers are looking at purchasing, and in that way, the People's Choice Awards are truly a vote by Australian car shoppers on their favorite new vehicles."

"Winners are not chosen by journalists or car testers at manufacturers or industry bodies but by Australian car buyers themselves."



Kayode Thomas (left) at a media conference in Lagos