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Hyundai Motor Group Delivers Enhanced In-Car Experience Through Equinix Data Centers Globally

Connecting globally distributed data hubs on a secure, private infrastructure to accelerate seamless connected car services (CCS) worldwide

REDWOOD CITY, Calif., and SEOUL, Korea, May 8, 2025 /PRNewswire/ -- Hyundai Motor Group (the Group) is deploying its dedicated private cloud platform, HCloud, within Equinix data centers globally to enhance customer experience and improve service quality for its more than 10 million connected car service subscribers.

HCloud is the Group's proprietary cloud platform that was developed in response to the growing demand for real-time data processing, seamless connectivity and scalable infrastructure, driven by rapid advancements in connected and autonomous vehicles.

The Group is leveraging Equinix International Business Exchange™ (IBX®) data centers across Asia, the United States and Europe, as well as Equinix Fabric®, to interconnect HCloud to multiple public cloud providers, including Amazon Web Services (AWS). This hybrid multicloud architecture accelerates the global rollout of connected car services while ensuring reliable connectivity, consistent service coverage and reduced latency.

Hyundai Motor Group is a global enterprise that comprises the mobility brands—Hyundai Motor, Kia and Genesis. The Group's CCS provides in-car infotainment and mobile applications via wireless networks. Since its launch in 2003, the Group has acquired over 10 million global CCS subscribers as of 2023 and is aiming to reach 20 million by 2026. To continue the growth, it is making significant investments in the development and expansion of HCloud to deliver enhanced in-car services, including a personalized driving experience.

As 95% of new vehicles are expected to be connected by 2030,[1] the Group recognized the need for distributed data processing and proximity to cloud and network ecosystems to ensure an excellent user experience. This led to the deployment of the HCloud in Equinix IBX data centers in Seoul, Los Angeles and Frankfurt, strategically selected for their global reach, carrier density and high operational standards backed by service-level agreements (SLAs). Equinix's proximity to major cloud and network providers will enable the Group to connect with key partners, while supporting robust performance and scalability.

Through its deployment at Equinix, the Group has enhanced app responsiveness and improved the quality of its remote services. The collaboration supports the company's transition to software-defined vehicles (SDVs) and lays the foundation for smarter, safer and more connected mobility solutions.

Supporting Quotes

- **Youngjoo Han, Vice President and Head of IT Infra Center, Hyundai Motor Group**
  "By leveraging Equinix's global data centers, we are providing high-quality connected car service and improving user experience through reduced latency, stable global connectivity and enhanced scalability of our HCloud platform. The partnership with Equinix is taking us a step closer to becoming the global leader in connected car services. We look forward to continuing this journey with Equinix to sustain the momentum of our growing connected car ecosystem worldwide."

- **Chris Jang, Managing Director, Equinix Korea**
  "The future of the automotive industry lies in connected cars. Through a hybrid multicloud infrastructure, auto manufacturers can take advantage of cloud services while maintaining the flexibility to choose between secure, dedicated colocation infrastructure and highly scalable cloud services for each workload they support. Equinix, with its global footprint, offers not only the necessary infrastructure but also an interconnected digital ecosystem and network-dense infrastructure. This can enable Korean companies, including Hyundai Motor, to accelerate their digital transformation and optimize the customer experience."

Additional Resources

- Digital Ecosystems Are Driving Autonomous Vehicles Forward [blog]

About Equinix

Equinix (Nasdaq: EQIX) is the world's digital infrastructure company®. Digital leaders harness Equinix's trusted platform to bring together and interconnect foundational infrastructure at software speed. Equinix enables organizations to access all the right places, partners, and possibilities to scale with agility, speed the launch of digital services, deliver world-class experiences and multiply their value, while supporting their sustainability goals.

About Hyundai Motor Group

Hyundai Motor Group is a global enterprise that has created a value chain based on mobility, steel and construction, as well as logistics, finance, IT and service. With about 250,000 employees worldwide, the Group's mobility brands include Hyundai, Kia and Genesis. Armed with creative thinking, cooperative communication, and the will to take on any challenges, we strive to create a better future for all.

More information about Hyundai Motor Group can be found at:
http://www.hyundaimotorgroup.com or Newsroom: Media Hub by Hyundai, Kia Global Media Center (kianewscenter.com), Genesis Newsroom

Forward-Looking Statements

This press release contains forward-looking statements that involve risks and uncertainties. Actual results may differ materially from expectations discussed in such forward-looking statements. Factors that might cause such differences include, but are not limited to, risks to our business and operating results related to the current inflationary environment; foreign currency exchange rate fluctuations; increased costs to procure power and the general volatility in the global energy market; the challenges of acquiring, operating and constructing IBX® and xScale® data centers and developing, deploying and delivering Equinix products and solutions; unanticipated costs or difficulties relating to the integration of companies we have acquired or will acquire into Equinix; a failure to receive significant revenues from

customers in recently built out or acquired data centers; failure to complete any financing arrangements contemplated from time to time; competition from existing and new competitors; the ability to generate sufficient cash flow or otherwise obtain funds to repay new or outstanding indebtedness; the loss or decline in business from our key customers; risks related to our taxation as a REIT and other risks described from time to time in Equinix filings with the Securities and Exchange Commission. In particular, see recent and upcoming Equinix quarterly and annual reports filed with the Securities and Exchange Commission, copies of which are available upon request from Equinix. Equinix does not assume any obligation to update the forward-looking information contained in this press release.

[1] Michele Bertoncello, Christopher Martens, Tobias Schneiderbauer and Kilian Zedelius, "Corporate business building to unlock value in automotive connectivity," McKinsey & Company, August 31, 2023.



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