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### Daimler and Hyundai Motor Company join the Fair Standards Alliance

**Brussels, 15 November 2016** – The Fair Standards Alliance (FSA) today welcomed two leading automotive manufacturers to its growing membership: Daimler and Hyundai Motor Company.

These two world-class companies with manufacturing hubs across Europe and the globe share a similar vision on the need to join the FSA coalition to support building a Europe ready for innovation and the Internet of Things (IoT) through the licensing of standards-essential patents (SEPs) on fair, reasonable and non-discriminatory (FRAND) terms.

“The automotive industry has recognised the importance of gearing up to embrace a future where connected cars are commonplace in the innovative ecosystem of a 5G world and the Internet of Things. We are delighted in the vote of confidence Daimler and Hyundai Motor Company have shown in our growing coalition.” said Robert Pocknell, Chairman of the FSA.

Ralf Lamberti, Director of Intellectual Property, Trends & Innovation at Daimler, said: “Daimler has joined the FSA because we share the organisation’s principles and values for a fairer and more balanced system of licensing for standard essential patents.”

“Hyundai Motor Company is very pleased to share its vision and offer its support to the FSA. Hyundai is ready to dedicate itself to fair and reasonable SEP licensing practices, and looks forward to working with the growing membership of this important coalition as it works to improve the innovation ecosystem for large companies as well as SMEs for future generations.” said Eon Youl Shin, Director of Intellectual Property Development Group at Hyundai.

The FSA believes that the innovation ecosystem - especially in Europe - is threatened by unfair and unreasonable SEP licensing practices. Failure to honour the FRAND commitment that exists in most standardisation licensing creates barriers to market entry, threatens to stifle the full potential for economic growth across major industry sectors – such as the automotive sector - and ultimately curbs consumer choice.

#### **About FSA:**

Launched in November 2015 and based in Europe, the Alliance seeks to promote the licensing of standards-essential patents (SEPs) on fair, reasonable and non-discriminatory (FRAND) terms.

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The FSA’s member companies - spend billions of euros annually on R&D and hold hundreds of thousands of patents between them - include: AirTies, BMW, Cisco, Daimler, Dell, Fairphone, Google,

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HP, Hyundai, Intel, ip.access, Juniper Networks, Lenovo, Micromax, peiker acoustic, Sierra Wireless, Telit, Tesla, u-blox and Volkswagen.

### About Daimler:

- Invest global: In 2015, Daimler invested more than 6 billion Euro in Research & Development projects. In 2016 & 2017, the R&D investment will be 14,5 billion Euro.
- Employees in Europe: 208,230 as of end of 2015
- Yearly new patent applications: 2,000. Current patent portfolio: 15.000
- Daimler AG is one of the world's most successful automotive companies. With its divisions Mercedes-Benz Cars, Daimler Trucks, Mercedes-Benz Vans, Daimler Buses and Daimler Financial Services, the Daimler Group is one of the biggest producers of premium cars and the world's biggest manufacturer of commercial vehicles with a global reach.

### About Hyundai:

- Established in 1967, Hyundai Motor Company is committed to becoming a lifetime partner in automobiles and beyond. The company leads the Hyundai Motor Group, an innovative business structure capable of circulating resources from molten iron to finished cars. Hyundai Motor has eight manufacturing bases and seven design & technical centers worldwide and in 2015 sold 4.96 million vehicles globally. With more than 110,000 employees worldwide, Hyundai Motor continues to enhance its product line-up with localized models and strives to strengthen its leadership in clean technology, starting with the world's first mass-produced hydrogen-powered vehicle, ix35 Fuel Cell and IONIQ, the world's first model with three electrified powertrains in a single body type.
- Hyundai has a turnover of \$ 82.7 billion (end of 2015) with R&D investment of \$ 1.95 billion (end of 2015). Hyundai employs approximately 350 persons within R&D and holds 20,862 patents (end of 2015).

### For further information

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