



Hyundai Motorsport GmbH  
Gyoo-Heon Choi  
President

**Date of birth:** 17 July 1966

**Age:** 46

**Place of birth:** Seoul

**Nationality:** Korean

**Family status:** married, two children

Mr. Choi's appointment as President of Hyundai Motorsport GmbH heralds the next phase in an illustrious career with the Korean car manufacturer that dates back to 1993. Mr. Choi has proven to be a key player within the Hyundai organisation, having held a number of key positions in the past twenty years, including roles as part of the Overseas Operations Group, the Namyang R&D Centre and, most recently, in the Marketing Department of Hyundai Motor Europe, where he worked for three years.

As he enters his third decade working for Hyundai, Mr. Choi will be able draw upon his experience as he develops the company's newly created motorsport subsidiary in Alzenau near Frankfurt.

**CV at a Glance**

<b>1993 – 1996</b>	Hyundai Motor Company Overseas Planning, Overseas Promotion Specialist
<b>1997 – 1999</b>	Hyundai Motor Company Public Relations, Advertising Assistant Manager
<b>1999 – 2007</b>	Hyundai Motor Company Overseas Operation Division, Sports Marketing Manager
<b>2007 – 2010</b>	Hyundai Motor Company Research & Development Centre General Manager
<b>2010 – 2012</b>	Hyundai Motor Europe GmbH PR & Marketing General Manager
<b>2012 – Present</b>	Hyundai Motorsport GmbH President

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