

**HYUNDAI**

Hyundai President and CEO
José Muñoz to deliver Principal Speech
at 2025 FISITA World Mobility Conference



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- Hyundai Motor's José Muñoz will be the Principal Speaker at the 2025 FISITA World Mobility Conference (WMC)
- FISITA's biennial WMC brings together over 1,000 leading C-suite automotive and mobility executives and engineers
- Agenda designed to address the key issues shaping the future of mobility, with plenary sessions tackling broader industry challenges, including sustainability and industry disruption

Hyundai Motor Company President and CEO José Muñoz is confirmed as the Principal Speaker at the FISITA World Mobility Conference (WMC) on 3 June 2025 at the Palau de Congressos de Catalunya Barcelona, Spain.

Hyundai Motor Company President and CEO José Muñoz will address a conference of over 1,000 delegates, sponsors, and exhibitors from the world's leading automotive and mobility brands. Muñoz, who won the SAE Foundation Industry Leader Award in 2018, will speak about Hyundai Motor Company and the future of mobility.

The FISITA WMC biennial conference is a unique meeting and one of the most important events in the international mobility systems calendar, bringing together engineers and engineering leaders from across the technology of mobility ecosystem.

José Muñoz commented: “As an engineer, I’ve long supported FISITA and its mission. As such, I am honoured to be speaking at the FISITA World Mobility Conference and look forward to an engaging discussion about this fantastic industry and opportunities in future mobility.”

FISITA CEO, Chris Mason added: “The importance of José Muñoz’s presence at WMC 2025 and the vision he shares with the international community of FISITA delivers inspiring leadership vision and demonstrates how the collaborative environment of FISITA supports the automotive and mobility ecosystem as we progress towards an exciting and ever-evolving future.”

Muñoz is the first non-Korean to be named global CEO of a major Korean conglomerate. Under his leadership, Hyundai has achieved consecutive record results which helped its parent Hyundai Motor Group (HMG) grow to be the third largest automaker in the world. He is a strong advocate for investing in new technologies and partnerships to make transportation safer and more sustainable and has a long track record of successfully navigating complex issues in the dynamic automotive industry.

He credits the Company’s success to the leadership of its Executive Chair Euisun Chung whose “Progress for Humanity” vision includes leveraging smart cities, electrification, advanced air mobility, autonomous driving, robotics, artificial intelligence and a hydrogen economy to improve the safety, sustainability and convenience of how people and goods move.

Muñoz has helped lead a product renaissance for the Hyundai and Genesis brands as evidenced by increasing sales, market share, dealer profitability and industry accolades. He has also led massive capacity expansion in the U.S. and globally, including a \$12.6 billion investment in a new assembly plant and two battery joint ventures in Georgia, as well as capital investments in Hyundai Motor Manufacturing Alabama, the company’s Safety Test and Investigation Lab in Michigan and its North American headquarters in California.

Muñoz joined Hyundai Motor Company in 2019 as president and global chief operating officer and president and CEO of Hyundai and Genesis Motor North America, where he oversaw consecutive record sales. In 2022, Muñoz was appointed to the Hyundai Motor Company Board of Directors with expanded responsibilities to include Europe, India, Middle East and Africa, and Asia Pacific. He also led global sales, service and product planning as part of the Global Operations Division.

MotorTrend recently named him 2025 [Person of the Year](#) and the highest rank of its 50-person 2025 MotorTrend [Power List](#).

Following a brief career in nuclear engineering and aerospace, he has worked for many automakers in roles of increasing responsibility including Daewoo, Toyota, and Nissan where he served as chief performance officer and chair of China and North America.

Muñoz, a native of Spain and U.S. citizen, earned his Ph.D. in nuclear engineering from Polytechnic University of Madrid and has an MBA from Instituto de Empresa (IE) Business School in Madrid. He has also completed executive management programs from Cranfield School of Management in the U.K. and INSEAD Business School in France. He is fluent in English, Spanish, and French.

Hyundai Motor

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 Advanced Air Mobility (AAM) to bring about revolutionary mobility solutions while pursuing open innovation to introduce future mobility services. In pursuit of a sustainable future for the world, Hyundai will continue its efforts to introduce zero-emission vehicles with industry-leading hydrogen fuel cell and EV technologies.

More information about Hyundai Motor and its products can be found at:

<https://www.hyundai.com/worldwide/en/> or [Newsroom: Media Hub by Hyundai](#)

About FISITA

FISITA is the international membership organisation for the technology of mobility systems engineering community. Founded in 1948, FISITA supports knowledge sharing and collaboration among engineers, advancing the technology of mobility engineering worldwide.

About the FISITA World Mobility Conference (WMC)

The FISITA World Mobility Conference (WMC) is a unique meeting of technology leaders and experts from the world's leading automotive and mobility brands and one of the most important events in the international mobility systems calendar.

More information about FISITA and WMC can be found at:

[FISITA](#) and [World Mobility Conference](#)

For further information, please contact:

FISITA Head of Communications, [Nikki Concannon](#)