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## HYUNDAI UNVEILS NEW CONCEPT CAR HED-5 "I-MODE"



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- 6-seater monocab study
- High end materials and advanced eco-dynamics
- World premiere of a unique Swivel Seat concept
- Futuristic communications and entertainment system
- World debut of 2.2-liter R Diesel engine with 2-stage turbo charging

**GENEVA, March 4, 2008** -At the Geneva International Motor Show Hyundai Motor Co. will introduce the HED-5 "i-Mode". The focus for this year's concept car is a combination of visionary styling with future technologies and advanced eco-dynamics. It lead to a 6-seater monocab study that incorporates high-tech materials, a world premiere seating concept and state of the art communication solutions into a completely new vehicle impression. The i-Mode is an innovatively styled, eco-friendly and socially adaptive vehicle. The imposing mono-volume architecture provides an invitation to travel, explore and relax within the concept of moving cocoon.

By working together with the partners Bayer MaterialScience AG, Keiper and LG Electronics, Hyundai is continuing a cross-industry co-operation to drive new technologies faster to market. The co-operation with Bayer MaterialScience enabled the complex curvature and radical design departures of the HED-5 innovations to be implemented more quickly. The materials used are lighter and more adaptable than the metal and glass they replace. This, in combination with a light weight body construction, reduces fuel

consumption and CO<sub>2</sub> emission. Self-healing water based bodywork finishes from Bayer add to the environmentally friendly concept of the vehicle and even let minor scratches magically disappear by themselves. The i-Mode is the first vehicle to feature the new “BayVision” glazing system and Collimator headlight lenses made from Makrolon®.

Through the advanced multimedia and entertainment concept developed by LG electronics, the vehicle becomes an extension of the digital home, allowing passengers to stay connected, communicate and interact in the car and beyond. Access to the web, video games, movies or video calling are all possible through the pop-down touch-screen displays and webcams, located within the overhead console. A wireless network enables a selection of cable-free keyboards, game controllers and headphones to further personalise the entertainment experience. The advanced developments seen on the i-Mode give a dynamic indication of real possibilities for the near future.

Hyundai's engineering partner Keiper supported the i-Mode project with the exclusive world premiere of its new and unique Swivel Seat concept. The first row passenger seat cleverly rotates to face second and third row occupants. When the seat is turned in a flowing movement, the backrest converts into an equally comfortable seat surface. This is made possible by a fully concealed, power-operated kinematic system. The integrated seatbelt system – another technically advanced debut – and the adjustable headrest maximize passive safety for passengers in either sitting position. The second row bench slides rearwards to increase comfort and create a social space for communication. This seat concept intelligently avoids problems of complex or flexible seat mounting weaknesses.

## **The i-Mode design**

### **Exterior**

The sculptural profile is mainly characterised by the wedged body side in combination with a generous, rounded rear, giving the impression of a bow under tension. The vehicle portrays a clever combination of convex and concave surfaces directly inspired from nature. These forms have enabled a powerful, dynamic stance to be achieved devoid of aggressive sentiment. The choice of colour and level of finish provides a rich, warm radiance, with an open and almost translucent appearance.

The shoulder of the car divides the green house from a muscular body side, twisting towards the rear to increase tension and to create an intriguing highlight play. The shape of the wheel arches place emphasis on the door openings as an invitation to access the spacious interior. An innovative mechanism enables the practicability of a sliding door free of conventional inner and outer guide rails. When the doors are opened, the lack of a B post enables a feeling of space and remarkable accessibility to the generous interior.

The arched pillars and the high waist line are underlined by an elegant aluminium garnish reflecting Hyundai's playful and dynamic design language. The finish also emphasizes one of the most unusual features of the exterior, namely the negative B and C posts, combined with almond shaped quarter light windows fore and aft. The front window revives an innovative approach, rotating in a manner typical of historic vehicles of the past.

Nature is one of the key influences for the Hyundai design team and new plastic materials have enabled exploration of unconventional and irregular shapes. The fundamental architecture of the exterior shape is symbolized by an external frame embracing the protected volume within, like a shell. This concept also demonstrates the increasing awareness Hyundai has towards environmental issues. Cooperation with Bayer Material Science has seen use of the innovative glazing alternative 'Makrolon', enabling the car to have extended transparent areas, reducing weight and increasing fuel economy.

A view from above illustrates a compelling negative section running from the bonnet and continuing over the roof, creating an unusual auxiliary brake lamp, before eventually fading out in the tailgate. On the bonnet, the feature line develops through the surface where it visually connects to the dashboard design in a logical manner showing the will of the designers to create a coherent, uniform design.

The flowing form encapsulates the hexagonal shaped grill which symbolizes our new brand identity for Europe. The theme of the grill mesh is a fragmented, irregular structure which is also adopted within the boomerang shaped rear lamp, generating a lasting impression. The boomerang theme is also evident within the small floating wings of the wheel design, mimicking the dynamic whirl of a turbine.

These unique features, previously showcased on earlier Hyundai concept cars including the Genus of 2006, demonstrate the consistency in developing a coherent design language. It is through such characteristics that Hyundai aim to enhance the

perceived quality and recognition of our products.

### **Interior**

Through the innovative door opening mechanism, the interior is exposed as an inviting landscape of softly sculpted shapes and advanced technology in the form of a lounge compartment. The interior represents the concept of an encapsulated social space, an intimate environment where all occupants can enjoy safe travel in comfort, surrounded by sophisticated technology and luxurious materials.

The first step into the car reveals the elegant application of selected natural materials wrapping over sculptural seat shells and the wide, floating dashboard. Soft, silky leather in warm and natural brown tones give the interior level of comfort normally experienced in home interiors. In contrast to the natural materials, these components also partially reveal refined gloss surfaces as a modern expression of lightweight precision. The floor consists of blue felt piercing through the precision cut scratch-resistant leather tiles, emphasizing the flowing design concept whilst simulating the refined image of luxury boat deck. The felt textile provides a comfortable climate within the interior, regulating the humidity whilst complementing the first impression of an enticing, relaxing atmosphere.

Attention is immediately drawn to the seats which offer first class comfort for all occupants, combining a modern, floating look with innovative functionality. The Cognac leather cushions embrace the burgundy lacquered seat structure enabling the occupants to experience the lounge atmosphere without the limitations of a conventional automotive interior layout.

The dashboard and door trim panels are designed in a clean, unobtrusive manner to further enhance the feel of space and comfort. The simplicity of shapes and graphic symmetries convey a theme of harmony and relaxation.

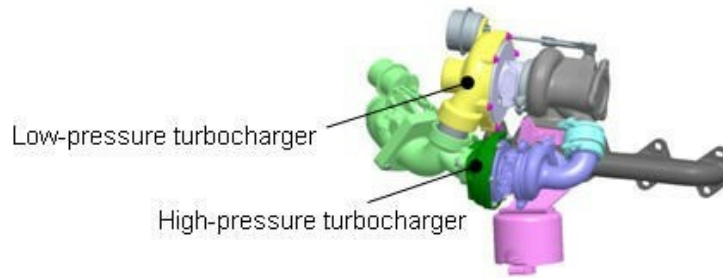
The leather wrapped steering wheel invites the driver to focus for a moment on his tactile senses whilst diffused blue illumination, emanating through innovative translucent panels in the doors and dashboard instruments, complete this special atmosphere of serenity. Metallic details display an authentic appearance, highlighted with a special lacquer to echo the brilliance and depth of finish found on grand pianos.

The light beige headliner, which continues through into the pillars, provides the interior with a floodlit, almost roofless panoramic appearance. The horizontal trim colour division, between dark and light tones further emphasizes this impression, maintaining a harmonic contrast.



### **All-new R Diesel with Two-Stage Turbocharging**

The i-Mode is powered by an all-new 2.2-liter R diesel engine which, in a novel concept, allows intake air passing through a low-pressure turbocharger from where it is forced into a high-pressure turbocharger for making maximized boosts: 158kW (215PS) and 47kg.m (461 Nm) maximum power and peak torque respectively, endow the R Engine with a power density in excess of 70kW/L. When comparing a low-end torque of the two stage turbo system with that of the standard R engine, the value of faster take-off acceleration is apparent.



The R Engine is mated to a smooth-shifting 6-speed automatic gearbox providing a smoother drive. Higher EM (Nox, PM) potential and fuel economy are achieved due to the higher EGR capacity with stable combustion characteristics at high engine loads. The R Engine is assured of meeting future, more stringent EU-5/6 exhaust emission standards with the role of the two stage turbo-charging system becoming even more important. The standard single turbocharged R engine will be launched in early 2009 followed by the two stage turbocharged version in the first half of 2011 .

### **Bayer MaterialScience AG**

is one of the world's leading manufacturers of high-tech polymers for the automotive industry. In addition to an extensive product portfolio comprising polycarbonates, polycarbonate blends, polyurethanes, thermoplastic polyurethanes and coating and adhesive raw materials, Bayer MaterialScience also conducts materials research with the accent on technological development. The i-Mode concept car is a particularly good example of the know-how possessed by the company. Working together with Bayer MaterialScience enabled innovations to be implemented more quickly. The i-Mode is the first vehicle to feature the new, innovative "BayVision" glazing system. This allows complex design and functional integration, and also reduces vehicle weight. Collimator lenses made from Makrolon® polycarbonate permit new headlight designs using LED technology. The i-Mode also incorporates new, environmentally friendly, self-healing bodywork finishes that are based on water.

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### **KEIPER**

As a specialist for vehicle seating systems, KEIPER is an internationally renowned partner for automobile manufacturers and suppliers. The company's innovative solutions include the development and production of advanced seat components and structures as well as a unique portfolio of engineering services. Backed by 88 years of experience in the industry, the company's pioneering efforts set new standards in modern vehicle seating. Thus KEIPER has become a highly successful global player in the automotive industry. In the field of engineering services, KEIPER develops seats and seating systems from the initial concept through to mass production maturity. KEIPER engineering caters for individual project packages within the seat engineering process as well as managing complete engineering contracts. As an engineering partner for the Hyundai i-Mode concept car, KEIPER created the Swivel Seat, a world premiere in vehicle seating design. The focus of the i-Mode interior is on relaxation, comfort and communication in an exclusive lounge-style atmosphere. An innovative design combined with maximum functionality, the revolutionary KEIPER seating concept is perfectly tailored to the i-Mode concept. With the Swivel Seat, passengers have the choice of enjoying the view through the windshield, or communicating face-to-face with passengers in the back. The swivel effect makes it possible to move the seat into either position in a minimum amount of space. When the seat is turned in a flowing movement, the backrest converts into an equally comfortable seat surface. This is made possible by a fully concealed, power-operated kinematic system. The integrated seatbelt system – another technically advanced debut – and the adjustable headrest maximize passive safety for passengers in either sitting position.

For further details on the KEIPER Swivel Seat: [www.keiper.com/hyundai-concept](http://www.keiper.com/hyundai-concept)

### **LG Electronics**

LG Electronics' innovative technologies, unique products, and cutting-edge designs are an investment in the future.

Established in 1958, LG Electronics, Inc. is a global leader and technological innovator of consumer electronics, home appliances, and mobile communications, car applications, employing more than 82,000 people in over 110 operations, including 81 subsidiaries around the world. Comprising four business divisions — Mobile Communications, Digital Appliance, Digital Display, and Digital Media — and with global sales of USD 38.5 billion\* in 2006, LG Electronics is the world's leading producer of CDMA/GSM handsets, air conditioners, front-loading washing machines, optical storage products, DVD players, flat panel TVs and home theater systems, Car Audio and Car navigation systems.

LG Electronics' efforts continue to enhance the global presence of the LG brand and maximize profitable growth. In particular, LG Electronics will be focusing on achieving profitable and sustainable growth in the mobile communications and digital display sectors to strengthen its leadership in the IT industry, while at the same time increasing its market share in the home appliance and digital media sectors.

URL: <http://www.lge.com>

**Hyundai Motor Europe GmbH (HME)** was established in 2000. Located in Offenbach, Germany, it coordinates all marketing, sales and after sales activities in all of Hyundai's 26 European markets. It employs nearly 200 people of various nationalities. Hyundai is the third largest Asian automobile brand in Europe. The annual European sales volume reached 330,000 vehicles in 2006. More information on Hyundai Motor Europe is available in the internet at <http://www.hyundai-motor-europe.com>.

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