



Hyundai Motor America
10550 Talbert Ave, Fountain Valley, CA 92708
MEDIA WEBSITE: HyundaiNews.com
CORPORATE WEBSITE: HyundaiUSA.com

NEWS BUREAU

FOR IMMEDIATE RELEASE

HYUNDAI'S ECO-TECHNOLOGIES AND PRODUCTS ON DISPLAY AT 2009 FRANKFURT SHOW



Oles Gadacz

Product Public Relations Manager
+82+2-3464-2154
oles_gadacz@hyundai.com



Meeyoung Song

Product Public Relations Manager
+82+2-3464-2156
meeyoung@hyundai.com

ID: 32551



- **ix-Metro, a daring new Hybrid Electric CUV**
- **i10 electric zero-emissions vehicle**
- **European debut of ix35**

Frankfurt, Germany, Sept. 15, 2009- At the 2009 Frankfurt Auto Show today, Hyundai Motor Co. unveiled two important eco-friendly cars in a display of its commitment to improve energy efficiency and to lower greenhouse gas emissions of its vehicles.

Making its world debut was the ix-Metro, a daring new Hybrid Electric CUV for the European sub-B segment. Emitting just 80g/km of CO₂, the ix-Metro is powered by an inline three-cylinder petrol engine displacing just one-liter. Direct injection, dual CVVT, and turbocharging are combined with a six-speed dual clutch transmission to make for a highly potent compact package. It's the fifth in a series of concept cars to be created by the Global Design Team in Namyang, Korea.

The other global premiere was the i10 Electric, a production-ready zero emissions vehicle. Powered by a 49kW motor and a 16kWh

battery, the i10 Electric promises a driving range of 160km and top speed of 130km/h. It features x-by-wire systems for steering, air conditioning, water pump and the brake vacuum pump. The i10 Electric will see limited series production start in Korea in 2010 for pilot fleet demonstration purposes with government ministries, utilities and related agencies.

In his address to the audience which gathered to catch the unveiling of the two concept cars, Hyundai Vice Chairman Euisun Chung said: "Blue Drive is all about bold new thinking, about listening more carefully to what consumers are saying and what they really want. Our declared goal is bold: It's to be the industry's eco-leader."

These and other new eco-friendly models were on display in the Blue Drive Zone at the Hyundai booth. The Zone also included the Elantra LPI Hybrid and the Blue Will Plug-In Hybrid Electric concept vehicle. The Elantra LPI is the world's first hybrid electric vehicle to be powered by liquid petroleum gas (or autogas). Emitting just 94g/km of CO₂ (European combined mode), it's also the first production car in the world to be powered by advanced lithium ion polymer batteries. A new Blue edition of Hyundai's highly popular i30, designed in Germany and built in the Czech Republic, was another highlight of the Blue Drive Zone. Featuring fuel-saving stop-and-go emissions reduction technology, the ISG system contributes towards a reduction of 7% in fuel consumption and vehicle emissions on the official combined cycle, compared to the standard cars. Tests have revealed a drop in CO₂ emissions of up to 15% in heavily congested traffic.

Visitors to the Hyundai stand at Hall Six in Frankfurt Messe were the first to get a closer look at the ix35, the European version of the all-new Tucson which made its debut in the Korean market last month. Designed in Europe and to be built in Europe, the ix35 is the first production vehicle expressing Hyundai's new **"fluidic sculpture"** design language. It's fitted with the all-new R 2.0 diesel and six-speed automatic transmission.

Also on display was the updated Santa Fe which will provide fresh momentum to the CUV sector. It is fitted with a 2.2 version of the all-new R diesel and comes with the option of the new six-speed automatic.