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HYUNDAI HCD-14 GENESIS CONCEPT NAMED 2013 CONCEPT CAR OF THE YEAR



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HCD-14 Recognized as “Most Significant Concept Vehicle of the Year”

COSTA MESA, Calif., July 3, 2013 – Hyundai received the 2013 “Concept Car of the Year” award for the HCD-14 Genesis Concept. The vehicle was also awarded the “Most Significant Concept Vehicle of the Year” title for scoring the highest among the category winning concepts. HCD-14 debuted Hyundai’s design direction for future premium vehicles at the North American International Auto Show in Detroit earlier this year.

The twelfth annual North American Concept Vehicle of the Year Awards recognize those vehicles most likely to shape the future of the automobile industry. This marks the second time Hyundai has received an award, having been named “Production Preview Concept Vehicle of the Year” in 2008 for the Genesis Coupe.

According to juror Bob Kroupa, one of the Principals of the Automotive Writers Group, “Hyundai’s HCD-14 introduces future premium vehicle design, advanced 3-D gesture-based technology controls and spirited driving dynamics. Its rear hinged back

doors and fastback coupe design, add to the WOW factor.”

The “Concept Car” category recognizes those vehicles intended for carrying passengers. HCD-14 beat out competitors in this category including the Honda EV-STER and Toyota Corolla Furia. The Hyundai concept was recognized for its state-of-the-art features and enhanced driver experience. HCD-14 Genesis reveals the technological future of Hyundai’s premium line-up with driver eye-tracking and hand-gesture recognition, thumb controls or gesture recognition used to select navigation, infotainment, audio, HVAC, and smartphone connectivity functions.

“Hyundai’s California Design Center has been turning out some impressive work, and I think the HCD-14 is one of their best,” said Chris Poole, juror and Editor-at-Large for Chicago-based Consumer Guide Auto. “The ultra-clean coupe-like styling has both flair and presence, and I like the grille; it reminds me of certain early Ferraris. The interior is wild, but I applaud the lack of a center stack—provided Hyundai has figured out new controls that are at least as user-friendly. If the next production Genesis is anything like this stunner, I say, bring it on!”

More than two dozen jurors participated in a selection process that involved a total of 23 vehicles, each introduced to North America during this season’s auto shows in Los Angeles, Detroit, Chicago, Toronto, and New York.

“It’s exciting to see the overwhelming positive response and feedback we have received for the HCD-14 Genesis Concept,” said Chris Chapman, chief designer, Hyundai Design, North American Design Center. “HCD-14 Genesis provides a glimpse of Hyundai’s future and showcases the emphasis we are placing on driving dynamics and technology. Winning the ‘Concept Car of the Year’ validates our design intuition as we take our premium line-up to the next level of sophistication in styling and technological prowess.”

ABOUT THE North american concept awards

Originated in 2002, the North American Concept Vehicle of the Year Awards recognize those concept vehicles that have made the strongest impact in terms of automotive design, engineering and market responsiveness. Professional automotive journalists from throughout North America, representing dozens of outlets in virtually every media segment serve as volunteer jurors to select the award winners.

The awards are given to the best Production Preview Vehicle, Concept Car, Concept Truck/SUV, and Most Significant Concept Vehicle of each auto show season.

HYUNDAI MOTOR AMERICA

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