



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

NEWS BUREAU

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## HYUNDAI MOTOR INTRODUCES NEW LEVELS OF TRUE VALUE WITH SPACIOUS AND SOPHISTICATED NEW GENERATION I10 FOR EUROPE



**Andreas Brozat**  
Head of PR & BTL  
+49 69 271 472 412  
abrozat@hyundai-europe.com

ID: 38931

- **Comfort and safety equipment from segment above with best-in-class space**
- **Dynamic exterior and interior styling matched to refined driving experience**
- **Designed, developed and built in Europe, for European consumers**

Offenbach, 7 August 2013 - Hyundai Motor Europe has released the first picture of New Generation i10, the company's completely-new European A-segment car. Appearing five years after its predecessor went on sale, New Generation i10 demonstrates significant progress for Hyundai in the segment, possessing abilities and features typically only found in higher segments. Generous levels of equipment, space and functionality, coupled with sophisticated design, refined ride qualities and a quiet cabin, set new levels of 'true value' for Hyundai.

Buyers of New Generation i10 will be offered the highest levels of comfort and safety equipment, with many features more common to segments above. Available equipment such as automatic climate control, heated leather steering wheel and cruise control with speed limiter provides bigger-car comfort, while safety features include standard-fitment stability control and front curtain airbags.

Longer (+80 mm), wider (+65 mm) and lower (-50 mm) than its predecessor, New Generation i10 provides best-in-class legroom and cargo capacity. Front and rear passengers benefit from combined legroom of 1.890 mm, while trunk capacity has been boosted by more than 10% to 252 litres with all seats in place.

New Generation i10 is based on an all-new platform featuring a 5 mm-longer wheelbase and relocated rear dampers that deliver more precise wheel control over all types of road surface. To take full advantage of its enhanced dimensions, New Generation i10 has also been carefully tuned to deliver refined driving dynamics and low noise levels, for an experience close to the standard of B-segment cars.

The European Hyundai design team, led by Chief Designer Thomas Bürkle, has created a dynamic shape using fluidic sculpture, Hyundai Motor Company's design philosophy, to emphasise the new car's athletic proportions and generous external dimensions. The refined exterior is mirrored by a stylish interior that features high-quality materials on key surfaces.

Allan Rushforth, Senior Vice President and COO of Hyundai Motor Europe, commented: "New Generation i10 is another significant step forward for Hyundai Motor. Every aspect of the car has been designed and rigorously developed to meet the demands and needs of European consumers. New Generation i10 fully embodies Hyundai's 'true value' proposition, bringing higher levels of features and functionality than many buyers would expect to find in a vehicle of this segment."

As with 95% of Hyundai cars sold in Europe, New Generation i10 has been designed and developed at the Hyundai Motor Europe Technical Centre in Rüsselsheim, Germany. New Generation i10 will become the first A-segment Hyundai to also be built in the region.

Set to enter production in September, New Generation i10 will be made at Hyundai's factory in İzmit, Turkey. The annual capacity of the plant, which already produces the B-segment New i20 model, is rising to 200.000 cars, following a multi-million Euro investment

in infrastructure in the region. Once New Generation i10 goes on sale across Europe, 90% of Hyundai cars sold in Europe will be built in the region.

More information will be released ahead of New Generation i10's global debut at the Internationale Automobil-Ausstellung (IAA) in Frankfurt in September.

#### **About Hyundai Motor**

Established in 1967, Hyundai Motor Co. has grown into the Hyundai Motor Group, with more than two dozen auto-related subsidiaries and affiliates. Hyundai Motor - which has seven manufacturing bases outside of South Korea including Brazil, China, the Czech Republic, India, Russia, Turkey and the U.S. - sold 4,4 million vehicles globally in 2012. Hyundai Motor, which employs over 80.000 worldwide, offers a full line-up of products including small to large passenger vehicles, SUVs and commercial vehicles.

Further information about Hyundai Motor and its products is available at <http://www.hyundai.com/>.

#### **About Hyundai Motor Europe**

The company designs, engineers and manufactures cars in Europe, specifically for European consumers. In 2012, Hyundai achieved European sales of 444.000 units, taking a new-car market share of 3,5%. Almost 95% of the vehicles Hyundai sells in the region are designed, engineered and tested in Europe. And more than 70% are built at its two local factories (Czech Republic and Turkey), including New Generation i30, which was shortlisted for Europe's 2013 Car of the Year award and has won 14 awards throughout the region. Hyundai sells cars in 28 European countries across 2.500 outlets.

Hyundai offers its unique, Europe-only, Five Year Triple Care warranty package with all new cars sold in the region, providing customers with a five-year warranty with no mileage limit, five years of roadside assistance and five years of vehicle health checks.

More information about Hyundai Motor Europe and its products is available at [www.hyundai.com/eu](http://www.hyundai.com/eu).