



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

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## NEW IX35 ADDS GREATER DRIVING PLEASURE, MORE TECHNOLOGY AND NEW EQUIPMENT OPTIONS TO HYUNDAI MOTOR'S POPULAR C-SEGMENT SUV



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

ID: 39024

- **Fastest ever-selling model in Europe gets greater refinement inside and out**
- **Powertrains improved and automatic option for diesel version added**
- **Steering and suspension enhancements offer more engaging driving dynamic**

**Offenbach, 10 September 2013** - The New ix35, an upgraded version of Hyundai Motor's second best-selling car in Europe, made its debut at the 2013 Geneva Motor Show and entered production at the company's manufacturing plant in the Czech Republic on the 1 August 2013. The popular model boasts technological and mechanical enhancements, making it an even more appealing proposition to European buyers.

Since the original model's sales launch in March 2010, ix35 has generated a high level of consumer demand. It became the fastest-selling model in Hyundai Motor's European history, exceeding all of the company's expectations. To May 2013, the company has sold almost 250.000 units of the C-segment SUV vehicle in Europe.

A new engine, efficiency upgrades to other powerplants and additional equipment introduce further refinement, while changes to suspension and steering have also been made, enhancing the driving experience.

### Efficiency gains

One of the most significant upgrades for the model will be the replacement of the 2,0-litre 'Theta II' gasoline engine with a new, super-efficient 'Nu' 2,0-litre GDI (Gasoline Direct Injection) engine. The new powerplant, developed in-house at Hyundai Motor's European R&D centre in Rüsselsheim, Germany, offers more power and torque, 166 ps and 205 Nm (20,9 kg/m) respectively, yet is Euro5-compliant. Vehicles fitted with this new engine and the automatic transmission emit less CO<sub>2</sub> than their predecessors.

Two-wheel drive New ix35 models fitted with this engine and 6-speed manual transmission can accelerate from 0 to 100 km/h in 10,4 seconds and reach a top speed of 196 km/h.

All existing 136 and 184 ps versions of the 'R' 2,0-litre diesel engine are now fitted with low pressure exhaust gas recirculation (LP-EGR) system, delivering cleaner performance. The lowest-emitting variant, the two-wheel drive 'R' 2,0-litre 136 ps manual, emits just 141 g/km of CO<sub>2</sub>.

Customer choice has been further expanded by the addition of a smooth-shifting six-speed automatic transmission for the 'R' 2,0-litre 136 ps 4WD model. Note that this version is not fitted with LP-EGR.

### Greater driving pleasure and choice

Buyers of New ix35 benefit from a range of changes made by the engineers at Hyundai Motor Europe Technical Centre (HME TC), which together deliver a more dynamic driving experience, in line with European tastes.

The steering system is now quicker, providing quicker response to driver inputs, while the steering assistance employs revised control logic to deliver greater feedback. Softer front suspension mounts further reduce noise and vibration, improving driving

refinement and occupant comfort.

New ix35 is also fitted with Hyundai Motor's FLEX STEER system, available on the C SUV model for the first time. Three driving modes – normal, comfort and sport – allow the driver to vary the level of steering support and feedback to best suit the environment.

#### Added tech, better refinement

Further enhancements such as front parking sensors and a trailer-towing safety function for the ESC (electronic stability control) allow customers a more refined driving experience. The new optional 4,2-inch TFT LCD Supervision Cluster displays a wide range of information to the driver in high-resolution clarity.

European buyers can now choose an upgraded navigation system, paired with a larger 7-inch LCD centre console display. Also offered is a new audio system with 4,3-inch LCD display and rear view camera.

For greater illumination when driving in the dark, Hyundai Motor is offering optional Bi Xenon headlamps for the first time on this model, as well as updated LED positioning lamps and LED daytime running lights.

The more refined ix35 will also be presented with new alloy wheels. 16 , 17- and 18-inch alloy wheel designs are available, with the latter two offered in a metal grey finish.

Inside the cabin of New ix35, seats and upper door trims are now finished in higher-quality materials, the dashboard air vents are ringed in chrome, the front cup holders are illuminated and the windscreen receives a shade band, completing the visual refreshment.

Allan Rushforth, Senior Vice President and COO of Hyundai Motor Europe, commented: "The introduction of the original ix35 was a hugely important moment for Hyundai Motor in Europe. It was the first car to benefit from the company's European design philosophy, fluidic sculpture, and, along with its other attributes such as efficiency, value and great quality, ix35 has sold in large numbers across the region. Last year, its popularity increased further, with 87.000 units sold, 15% more than in 2011.

"The improvements to the New ix35 will deliver real-world benefits and enhance the ownership experience for buyers in Europe. Hyundai Motor has worked really hard to attract new customers to the brand. By delivering products that exceed their expectations – through improved efficiency, driving dynamics and refinement – Hyundai Motor will continue to retain and win over new customers."

The upgrades to New ix35 were designed and developed at Hyundai Motor Europe Technical Centre (HME TC) in Rüsselsheim, Germany. The model retains Hyundai Motor's fluidic sculpture design philosophy, introduced on the brand's production cars in Europe, by the original ix35, which was launched at the 2009 Frankfurt Motor Show.

New ix35 is produced alongside two other Hyundai made-for-Europe models, the C-segment New Generation i30 family and the B-segment MPV ix20, at the company's Czech factory, which now has an annual capacity of 300.000 units. Between this production facility and its Turkish factory, Hyundai is able to build 510.000 units per year in Europe. Of the Hyundai cars sold in Europe from 2014, 90% will be built in the region.

Every New ix35 sold in Europe comes with Hyundai Motor's Five Year Unlimited Mileage Warranty. This award-winning customer assurance package includes a five-year warranty with no mileage limit, five years of roadside assistance and five years of vehicle health checks.

#### Hyundai Motor New ix35 CO2 homologation figures

Diesel

Engine	'R' 2,0 low power (136 ps)					
Transmission	Manual			Automatic		
Drive type	2WD	4WD	2WD	4WD	2WD	4WD
Tyre size (inches)	16/17	18	16/17	18	16/17	18

CO <sub>2</sub> (g/km)	141	146	145	149	179	183
Engine	'R' 2,0 high power (184 ps)					
Transmission	Manual			Automatic		
Drive type	2WD	4WD	2WD	4WD	2WD	4WD
Tyre size (inches)	16/17	18	16/17	18	16/17	18
CO <sub>2</sub> (g/km)	152	153	155	157	180	181

#### Gasoline

Engine	'Nu' 2,0 GDI (166 ps)					
Transmission	Manual					
Drive type	2WD			4WD		
Tyre size (inches)	16/17	18	16/17	18	16/17	18
CO <sub>2</sub> (g/km)	182	184	186	188	182	184
Engine	'Nu' 2,0 GDI (166 ps)					
Transmission	Automatic					
Drive type	2WD			4WD		
Tyre size (inches)	16/17	18	16/17	18	16/17	18
CO <sub>2</sub> (g/km)	184	187	193	197	184	187

#### **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 Motor achieved European sales of 444.000 units, taking a new-car market share of 3,5%. Almost 95% of the vehicles Hyundai Motor 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 Motor sells cars in 28 European countries across 2.500 outlets.

Hyundai Motor offers its unique, Europe-only, Five Year Unlimited Mileage 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).