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## NEW HIGH-PERFORMANCE HYUNDAI N TAKES CENTER STAGE AT FRANKFURT MOTOR SHOW



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- High-performance N sub-brand presented with dynamic sports concepts
- New i20 Active and New Santa Fe to enhance Crossover SUV model range
- New connectivity technologies, and two new turbocharged engines also exhibited

**September 15, 2015** - Hyundai Motor presents a host of new Hyundai models, design concepts and technologies at the 2015 Frankfurt International Motor Show showcasing the passion of its brand. The introduction of the company's new high-performance N sub-brand is envisioned through exciting concept cars and a preview of the 2016 New Generation i20 WRC race car.

Also shown at Frankfurt, New i20 Active and New Santa Fe enhance Hyundai's European Crossover and SUV ranges, while the Vision G coupe concept envisions the inspiration for future premium products.

"This year's Frankfurt Motor Show showcases the passion of the Hyundai brand," stated Jochen Sengpiehl, Vice President Marketing at Hyundai Motor Europe. "Design, quality and product value have become established as key pillars of our brand, now

and we are adding the emotional characteristics of performance and driving pleasure with Hyundai N.”

### **New high-performance N sub-brand**

Launching its new high-performance N sub-brand, Hyundai Motor aims to build on its motorsport experience to bring thrilling winding road fun to customers who love cars.

Highlighting the brand’s expertise and competency in performance engineering, a preview of the 2016 Hyundai i20 WRC race car will appear on the stand alongside two exciting concept cars that demonstrate Hyundai’s performance ambition.

The Hyundai N 2025 Vision Gran Turismo concept shows a global audience the brand’s unique perspective on future performance characteristics. Created exclusively for PlayStation®’s Gran Turismo video game series, the concept car boasts total power of 884 PS from Hyundai Motor’s hydrogen fuel cell system and an additional super capacitor system.

In addition, the mid-engine turbo-powered 300 PS Hyundai RM15 concept with a lightweight construction represents Hyundai Motor’s passion for performance and suggests how the N sub-brand’s driver-focused technologies could come into production.

### **New i20 Active and New Santa Fe broaden Crossover SUV line-up**

With the launch of New i20 Active and New Santa Fe, Hyundai Motor’s full crossover SUV line-up is all-new or enhanced after the recent introduction of the All-New Tucson. The series of updated or new model introductions means that Hyundai Motor has its youngest product line-up in Europe, with every model under two years old.

The latest new addition, the New i20 Active, an urban crossover with rugged design, builds on the space, style and practicality of the New Generation i20 five-door, expanding the range to appeal to customers with an active lifestyle.

The Santa Fe is Hyundai Motor’s longest serving European model and a key contributor to the company’s SUV strength with over 1.2 million vehicles sold in the region. Maintaining its status as Hyundai Motor’s flagship SUV, New Santa Fe adds the latest comfort and convenience features, advanced safety technology and refines the car’s appearance.

### **Customer convenience boost as new connectivity technology comes to market**

Hyundai Motor was the first car manufacturer worldwide to introduce Android Auto in its US produced Sonata earlier this year. Now Hyundai Motor will be among the first in Europe to include the smartphone-based mirroring software in one of its cars when it is introduced to the New i40 in November 2015.

### **Vision G – an imagination of future design and technology**

The dynamic Vision G coupe concept showcases Hyundai’s design evolution and gives an outlook on future premium products as well as presenting advanced connectivity and control technologies.

The unique ‘sling-shot’ design and advanced technology features were developed through a collaboration of all Hyundai Design Centers around the world. New features such as a sweeping touch screen display with a curved screen add sophistication to the calm, high-quality interior.

### **Engine technology gets turbocharged with two new units**

Two new powertrain options will complete Hyundai’s line-up of new technology on show in Frankfurt. The downsized 1.0 T-GDI is set for introduction with the i20 Active and will be rolled-out across the whole i20 range before the end of this year.

The new 1.0-litre engine is joined on the stand by a 1.4 T-GDI power plant, showcasing Hyundai Motor’s new generation of small turbocharged gasoline engines.

Developed in close collaboration with Hyundai Motor’s European Technical Center in Germany, these highly-efficient engines boast balanced performance that delivers entertaining driving characteristics alongside optimised fuel economy.

### **About Hyundai Motor**

Established in 1967, Hyundai Motor Company is committed to becoming a lifetime partner in automobiles and beyond. The company leads the Hyundai Motor Group, an innovative business structure capable of circulating resources from molten iron to finished cars. Hyundai Motor has eight manufacturing bases and seven design & technical centers worldwide and in 2014 sold 4.96 million vehicles globally. With almost 100,000 employees worldwide, Hyundai Motor continues to enhance its product line-up with localized models and strives to strengthen its leadership in clean technology, starting with the world's first mass-produced hydrogen-powered vehicle, ix35 Fuel Cell.

More information about Hyundai Motor and its products can be found at:

<http://worldwide.hyundai.com> or [www.hyundaiglobalnews.com](http://www.hyundaiglobalnews.com)

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