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HYUNDAI MOTOR WINS FIVE 2015 GOOD DESIGN AWARDS



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- *Four vehicles and one art installation honored for successful design*
- *Judging panel evaluated submissions from thousands of leading manufacturers and graphic design firms from over 47 countries*
- *Award recognition highlights success of Hyundai Motor's design-led approach to product development*

December 23, 2015 – Hyundai Motor has won five GOOD DESIGN Awards, in recognition of consistent successful application of its design philosophy. The company received awards for the upcoming IONIQ alternative fuel compact vehicle, All-new Tucson, All-new Elantra, Santa Cruz concept model and the company's 'Sculpture in Motion' art installation.

"Being recognized as five-time winners in the GOOD DESIGN Awards strengthens Hyundai Motor's position as an automotive design leader - not only for traditional combustion-engine vehicles, but also for eco-friendly vehicles and ambitious design concepts," said Byung-Seob Lee, Senior Vice President and Head of the Hyundai Design Center.

The annual awards program has been developed by The Chicago Athenaeum: Museum of Architecture and Design, and The European Centre for Architecture Art Design and Urban Studies, in recognition of the most innovative and cutting-edge industrial, product, and graphic designs from around the world. The oldest and the most prestigious architecture and design awards program organized worldwide, the GOOD DESIGN Award brought together an international jury of design professionals, architects, experts and cultural leaders in New York in November 2015 to select their favorite designs and graphics.

Among the thousands of world-leading industrial and graphic design firms and manufacturers being evaluated, Hyundai Motor stood out for its products and design approach, highlighting the competitiveness of the brand's design strategy and output.

The soon-to-be-launched IONIQ, Hyundai Motor's advanced alternative fuel compact vehicle, was recognized for its class-leading aerodynamics and striking design details. Shaped around the Visual Aero design concept, IONIQ was developed not only with aesthetics in mind, but also with careful consideration of efficiency, aerodynamics and functionality. The interior design concept of 'Purified Hi-tech' creates a futuristic overall image, with simplified surfaces and intuitive layout of buttons. The world premiere of the IONIQ will be on January 14, 2016 in Seoul, Korea.

The All-new Tucson adopts the strong proportions and profile of a sleek and agile SUV. The vehicle is longer, wider and has a longer wheelbase than its predecessor, allowing for increased interior space and improved versatility. The front view presents a hexagonal-shaped grille, a key element of Hyundai's design signature, flanked by high-efficiency LED twin-projector headlights. From the rear, Z-shaped character lines above the rear wheels accentuate an aggressive, sporty side-profile. All of these design features help to create an athletic, bold and striking appearance.

Also recognized in the GOOD DESIGN Awards and new to Hyundai Motor's product line-up is the All-new Elantra. Building on the celebrated design of the preceding Elantra, the new model showcases the evolving design direction being adopted for all Hyundai compact cars. The All-new Elantra displays refined exterior body surfacing with simple-but-strong lines running along the body side from front to back. Design details all around the car show modern, sporty and advanced style, befitting of Hyundai Motor's exclusive Dynamic Precision design concept.

Further complementing Hyundai Motor's success at the GOOD DESIGN Awards, the Santa Cruz concept gained success for its interpretation of truck utility for a new generation of buyers. Having been introduced at the 2015 North American International Auto Show in Detroit, the concept truck was designed to meet the needs of those looking for greater design individuality, efficiency and maneuverability. The Santa Cruz delivers with a wide, sure-footed stance and an aggressive side-profile. To provide sufficient cargo room and access to the rear seats, the Santa Cruz offers an innovative tailgate extension that allows the bed length to be expanded. It also incorporates rear-hinged, reverse-opening rear doors that integrate seamlessly with the front door design.

Last but not least, Hyundai Motor's design philosophy is realized in innovative ways through the Sculpture in Motion project, which earned its own GOOD DESIGN Award. The Sculpture in Motion project forms the look of a living wave, celebrating fluid motion as art and referencing the relationship between movement and car design in the natural and automotive worlds.

All of the winners of the GOOD DESIGN Award are posted on the Museum's website at www.chi.athenaeum.org and www.europeanarch.eu and will be published in the GOOD DESIGN Award Yearbook for 2015 2016.

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 centres 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 localised 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