

News Release

Hyundai and Its New N Lineup Support 2018 Red Bull Crashed Ice

SAINT PAUL, Minn., Jan. 19, 2018 – Hyundai and its new N lineup are taking on the freezing-cold temperatures of Saint Paul for the first of four Red Bull Crashed Ice races. In this global competition, in association with Hyundai and its new N lineup, the world’s best and toughest athletes will skate down a massive ice track filled with drops, hairpin turns, and gaps at speeds of up to 80 km/h in hopes of being crowned the next World Champion.

“Similar to the athletes in Red Bull’s high-speed competition, the high-performance N models have proven themselves by taking on the most grueling tracks around the world with speed and well-balanced performance.” said Paul Imhoff, director, Marketing Communications, Hyundai Motor America. “Hyundai is proud to support the world’s top skaters while exposing the massive audience to the Hyundai brand and the new N lineup.”

At the Saint Paul event on January 19-20, a custom wrapped Santa Fe Sport and the competition proven i30N race car will be on display, while Hyundai video content will be shown on the jumbotron. In addition, the obstacle-filled ice track will include a Hyundai N section that will test the skater’s agility.

Hyundai and its new N lineup will also be present at the Red Bull Crashed Ice events in Marseille, France on February 17 and Edmonton, Canada on March 10. This association is a part of Hyundai Motor’s continued dedication to making an emotional connection through sport and culture and to communicate with fans and communities around the globe.



Hyundai Motor America

Hyundai Motor America is focused on delivering an outstanding customer experience grounded in design leadership, engineering excellence and exceptional value in every vehicle we sell. Hyundai's technology-rich product lineup of cars, SUVs and alternative-powered electric and fuel cell vehicles is backed by Hyundai Assurance—our promise to deliver peace of mind to our customers. Hyundai vehicles are sold and serviced through more than 830 dealerships nationwide and the majority sold in the U.S. are built at U.S. manufacturing facilities, including Hyundai Motor Manufacturing Alabama. Hyundai Motor America is headquartered in Fountain Valley, California, and is a subsidiary of Hyundai Motor Company of Korea.

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