

News Release

Hyundai Kona, Santa Fe and NEXO Win Silver Award from IDEA 2018

FOUNTAIN VALLEY, Calif., Sept. 20, 2018 – Hyundai’s [2018 Kona](#), [2019 Santa Fe](#) and [NEXO](#) together have been recognized as a Silver Award winner in the 2018 International Design Excellence Awards® (IDEA) by the Industrial Designers Society of America (IDSA) for their forward-thinking design and distinct styling. The three vehicles highlight Hyundai’s expanding SUV offerings and bold new design language. IDEA recognizes designs that improve quality of life and push boundaries through innovation in categories such as Automotive and Transportation, Design Strategy, Consumer Technology, Environments and more.

“As the automotive landscape continues to change, we are pushing creative boundaries with designs that reflect today’s vehicle drivers and owners,” said Chris Chapman, senior chief designer, Hyundai Design Center. “We are honored to see several vehicles recognized in this category, as it is a testament to our passion for ingenuity across our Hyundai lineup.”

As Hyundai’s first entry in the subcompact SUV segment, the Kona was designed with the “urban adventurer” in mind. Though small, the vehicle boasts toughness, with a “Spartan helmet” design in the front, created by wrapping the cladding from the front fender forward to surround the headlamps and down around the bottom of the fascia. Kona pulls together short, abrupt, sharp turns to have a spontaneous language and reflect the lifestyles of its young demographic.

Meanwhile, the all-new Santa Fe just reached Hyundai dealers. The face of the new Santa Fe is highlighted by Hyundai’s signature cascading grille and a composite light design comprising LED Daytime Running Lights positioned sleekly above the LED headlights. The exterior design is



characterized by a powerful, wide stance and an athletic body that makes a statement from 100 feet away. The profile of the Santa Fe features a dynamic character line that goes all the way from the headlights to the taillights, and a larger daylight opening (DLO) with a satin surround that provides a sleek impression, along with better visibility. The vehicle stands strong on diamond-cut 19-inch wheels and a new rear design, featuring a muscular, high and taut shape.

The all-new 2019 NEXO is Hyundai's second-generation fuel cell electric vehicle. Its exterior design echoes the innovative energy source, exuding pure and calm styling with its streamlined silhouette and floating roof. The NEXO is the first dedicated hydrogen-powered SUV, combining the utility and reliability of an SUV with cutting-edge autonomous driving capabilities, smart advanced driver assistance systems and one of the strongest powertrains in the segment.

IDEA is a premier international design competition recognizing and promoting design excellence across a wide array of industries and disciplines, conducted annually by the IDSA. IDEA judging is based on the following criteria for Design Excellence: Design Innovation, Benefit to the User, Benefit to the Client, Benefit to Society and Appropriate Aesthetics.

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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