

# News Release

## Hyundai Motor Announces Open Innovation Partnership with Brown University to Enhance Future Mobility

- Hyundai Motor selects Brown University as the first academic partner for the Visionary Challenge
- The goal of the challenge is to discover new ideas and develop open innovation for a global scale partnership

**SEOUL, Nov. 19, 2018** – Hyundai Motor Company has announced a partnership with Brown University, coinciding with the launch of the ‘Hyundai Visionary Challenge’, which is part of its open innovation roadmap to lead the future mobility market and secure related capabilities in diverse industries.

Hyundai has partnered with Brown University to focus on developing future mobility solutions, which cover biologically inspired mobility, human-machine partnerships, and digital phenotyping. These project further positions Hyundai as a leader of the fourth Industrial Revolution with disruptive innovation that utilizes professional knowledge in diverse fields, whilst tapping partners with insightful and creative ideas.

The 2018 Hyundai Visionary Challenge is Hyundai’s new open innovation project that intends to develop active partnerships within untapped fields, thereby discovering new creative and innovative ideas that will expedite the development of advanced future mobility technology.

80 individuals from 17 teams including professors, undergraduates and graduate students participated in this year’s Visionary Challenge. Four winners were announced at the 3rd Mobility Innovator’s Forum, which took place in Silicon Valley on 16th November. Along with a cash prize

they receive the opportunity to conduct joint industry-academic research with Hyundai, using the winning ideas as a foundation to develop an appropriate startup business.

The four winners of the challenge include: Robust Bat-inspired Aerial Robotics by Alberto Bortoni et al; Pedestrians to Pilots by Brittany Baxter et al; Improving Man-Machine Partnership Using Mixed Reality Social Feedback, David Whitney et al; and Biometrics-based Feedback for Increasing Rider Trust, Aarit Ahuja et al.

Hyundai plans to add and expand partnerships in future, whilst diversifying research assignments for the Hyundai Visionary Challenge to function as a unique open innovation platform. It sets a strategy to use the project as a starting point for mutual research and cooperation with global partners. With this, the company expects to secure new ideas through partnerships for future technology, expand the human resource network for knowledge exchange, create a sustainable online and mobile-based idea platform, and enhance the brand's image in the global market.

Last year July, Hyundai Motor established a global consortium MOU between the Israel Institute of Technology (Technion) and the Korea Advanced Institute of Science and Technology (KAIST), in an effort to drive further innovation in future mobility.

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#### **About Hyundai Motor**

Established in 1967, Hyundai Motor Company is committed to becoming a lifetime partner in automobiles and beyond with its range of world-class vehicles and mobility services offered available in more than 200 countries. Employing more than 110,000 employees worldwide, Hyundai sold more than 4.5 million vehicles globally. Hyundai Motor continues to enhance its product line-up with vehicles that are helping to build solutions for a more sustainable future, such as NEXO – the world's first dedicated hydrogen-powered SUV.

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

<http://worldwide.hyundai.com> or <http://globalpr.hyundai.com>

#### **Contact**

**Jin Cha**

Global PR Team / Hyundai Motor

[sjcar@hyundai.com](mailto:sjcar@hyundai.com)

+82 2 3464 2128