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News Release

All-New Sonata's Bose Premium Sound System to Deliver Life-like Audio Experience

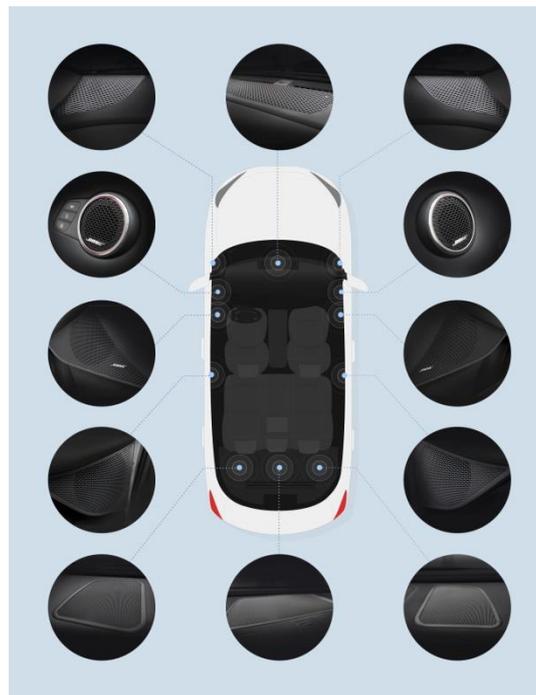
- First cooperative efforts between Hyundai and Bose to deliver exceptional audio experience to customers
- Sound system applies Bose digital signal processing technologies to place the passengers at the center of the audio sound regardless of their position in the cabin
- Sound system automatically adjusts audio and EQ levels based on vehicle speed

SEOUL, Mar. 11, 2019 – Hyundai Motor announced that the new generation Sonata, scheduled to go on sale later this month, will also be available with the Bose Premium sound system created by Hyundai and Bose engineers to provide an exceptional audio experience to customers. This marks the first time the two companies have joined forces.

Professional sound engineers at Hyundai and Bose aimed to replicate music in the vehicle to sound as close as possible to the way the artist intended. The resulting audio system produces crisp sounds for a high-quality entertainment experience.

The Bose sound system in the new generation Sonata is equipped with twelve speakers, each contributing to create overall premium sound quality. Impactful low-frequency performance is delivered by a combination of Bose Super65 speakers in the front doors and a 9-inch (230mm) Bose neodymium woofer positioned on the rear deck.

Balanced sound reproduction is then delivered by a 3.25-inch (80mm) neodymium mid-range speaker in the center of the instrument panel; four 2.5-inch (60mm) Twiddler speakers – one in each corner of the instrument panel and one on each side of the rear deck; and two 5.25-inch (130mm) wide-range speakers – one in each rear door. Higher frequencies are delivered through two 1-inch (25mm) neodymium tweeters – one in each front door.



The system is driven by a Bose digital amplifier with 12 channels of custom equalization and digital signal processing.

Speaker locations have been optimized through countless tests and analysis of interior space by a joint team of engineers. The resulting Bose Premium sound system offers a rendition that is comfortable to the ear under all circumstances, even in high volume and speed environments.

With each speaker specifically designed to produce a clear tone, the whole set of speakers combine to deliver a rich, vibrant experience that is almost identical to the artists' original sound.

Music and sound played in the new Sonata is immersive and enveloping, thanks to Bose Centerpoint surround technology and Bose SurroundStage signal processing, which put every occupant at the center of the audio experience regardless of where they are positioned in the cabin.

Bose Centerpoint technology uses a proprietary algorithm to analyze a stereo signal and converts it into multiple channels for surround-sound listening in the front and rear seats. Bose SurroundStage circuitry ensures a balanced 360-degree sound field for each seating position so all occupants receive full music immersion.

To help preserve the quality of the listening experience, the Bose system is also equipped with Dynamic Speed Compensation, which automatically adjusts the volume and tone of music based on vehicle speed and reduces the need for drivers to make adjustments on the road.

“The strong collaboration between Bose and Hyundai engineers has enabled us to develop an optimal listening environment to create a premium audio experience in our vehicles,” said Paul Choo, Vice President and head of Infotainment Technology Center. “We look forward to future collaboration opportunities to seek new ways to enrich customer experience.”

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About Hyundai Motor Company

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 available in more than 200 countries. Employing more than 110,000 employees worldwide, Hyundai has 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 Company and its products can be found at:

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