

News Release

Hyundai Palisade Wins Prestigious Red Dot Award for Design Excellence

- Hyundai Palisade wins ‘Product Design – Cars and Motorcycles’ category at the prestigious Red Dot international design competition
- Hyundai Palisade delivers exceptional comfort, technology and safety as a bold mid-size SUV

SEOUL, Mar. 25, 2019 — The Hyundai Palisade flagship eight-seater SUV today won a category award for exceptional design at the prestigious Red Dot Award.

The annual accolade honors excellence in product and communication design from global submissions. It is bestowed by Design Zentrum Nordrhein Westfalen, a museum and training-communication center in Germany, which has promoted industrial and commercial design since 1954.

The Palisade – the latest premium SUV from Hyundai Motor – topped the category for ‘Product Design – Cars and Motorcycles’, receiving recognition for its refined visual design breakthroughs. Featuring state-of-the-art technology and safety features, the Palisade is designed to offer occupants exceptional comfort and space, making any journey a luxurious experience.

“This award recognizes the fantastic cooperation of Hyundai’s talented designers around the world,” said Luc Donckerwolke, Executive Vice President and Chief Design Officer of the Hyundai Motor Group. “The Palisade is the result of an intercontinental collaboration between the diverse Hyundai Design centers throughout the world, which has allowed the tailoring of design to fit the needs of each specific market, rather than imposing the same design globally.”

Palisade, as a new-generation SUV, embodies Hyundai’s design direction – the Sensuous Sportiness concept – which harmonizes the fundamental design elements of proportion, architecture, styling and technology, thereby creating synergy between aesthetics and performance.

“Palisade is the first key product in the Hyundai SUV line-up and epitomizes the new Hyundai Look,” said Senior Vice President SangYup Lee, who heads the Hyundai Global Design Center. “Like the double-sided playing card, Palisade’s exterior and interior spaces stand in stark contrast to one another, but together harmonize perfectly. The exterior contour exudes a masculine, monumental air accentuated by vertical lines, while the interior decor imparts a comfortable, classy feel with horizontal trimmings.”

Palisade is Hyundai’s largest SUV with a long wheelbase, and rides on standard 18-inch wheels with optional 20-inch alloy wheels. On the outside, Palisade exhibits a powerful, ironclad look with its voluminous silhouette and chrome-plated feature lines. The fascia features a dominant chrome mesh grille with a sterling ‘H’ (Hyundai) logo in the center, buttressed on both sides by futuristic, vertically-displayed LED headlamps.

The spacious interior creates a relaxed, comfortable ambiance with seating for eight passengers – making it ideal for family trips. It is equipped with high-quality leather upholstery, stylish and advanced display technology and a panoramic glass layout, as well as an eight-inch touchscreen infotainment display, nine airbags and sixteen cup holders.

Under the motto, “In search of good design and creativity,” the Red Dot Design Award annually honor industry-leading works and projects from designers, agencies and companies from around the globe. Drawing on a prominent jury of more than 20 international experts, the event is recognized worldwide as one of the most sought-after awards for design eminence.

The accolade marks the third consecutive year that Hyundai Motor has come out on top at the Red Dot Design Award. The recognition follows the Palisade’s win at Germany’s eminent iF Design Award 2019 in the automobiles/vehicles category.

Hyundai’s design award-winning streak comes amid the company’s continuing pursuit of innovation and growing investments in design and engineering. Building on the latest achievements, Hyundai continues its quest to produce high-quality automobiles that are affordable and beloved by customers worldwide.

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About Hyundai Motor

Established in 1967, Hyundai Motor Company is committed to becoming a lifetime partner in automobiles and beyond, offering a range of world-class vehicles and mobility services in over 200 countries. Employing more than 120,000 staff worldwide, Hyundai sells about 4.6 million vehicles globally. Hyundai Motor continues to enhance its product line-up with vehicles built on 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>

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