

# News Release

## Hyundai Motor to Showcase New EV Concept 『45』 at Frankfurt Motor Show

- New concept model to hint at the future of Hyundai Motor's EV design

**SEOUL, August 22, 2019** – Hyundai Motor will display the company's focus toward the future direction of car design at the forthcoming IAA Frankfurt Motor Show (Sept. 10-22, 2019). Inspired by looking back at the brand's first model in the 1970s, the 『45』 fully-electric concept car will act as a symbolic milestone for Hyundai's future EV design.

The new concept accentuates the forward-driven design direction while exploring the evolution of Hyundai's 'Sensuous Sportiness' design language. 'Sensuous' stands for enhanced emotional values that customers can experience through design, and 'Sportiness' is determined to implement those values through innovative mobility solutions.

The Hyundai 『45』 concept car will be unveiled to the world on Sept. 10 at the Frankfurt Motor Show (09:25 CET, Hall 11). Hyundai will showcase various future innovations in vehicle technology and integration of lifestyle applications to illustrate STYLE SET FREE.

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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 available in more than 200 countries. Hyundai sold more than 4.5 million vehicles globally in 2018 and is currently employing more than 110,000 employees worldwide. 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>

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