



Hyundai Motorsport teases electric race car debut at IAA 2019

- Hyundai Motorsport will reveal its brand-new electric car at the International Motor Show (IAA) media day in Frankfurt on September 10
- It is the first-ever electric vehicle to be designed and developed by Hyundai Motorsport from its Alzenau-based headquarters
- A second sneak peek has been released on Hyundai Motorsport's social media channels ahead of the Frankfurt show.

Alzenau, Germany

September 2, 2019 – Hyundai Motorsport is gearing up to unveil its first-ever electric race car at the International Motor Show (IAA) in Frankfurt next week.

The car, designed and built at the company's headquarters in Alzenau, will make its debut appearance during the annual motor show's media day on September 10. The IAA's slogan, 'Driving Tomorrow', makes it the perfect platform for Hyundai Motorsport to showcase its latest motorsport program.

Since its inception in 2012, Hyundai Motorsport has become well established in rallying and circuit racing. The company expanded its operations with a bespoke Customer Racing division in September 2015, from which it developed the competitive i20 R5, i30 N TCR and Veloster N TCR cars.

Hyundai Motorsport's move into electric underscores the company's ambition and credentials, its passion for cutting edge technology, all supported by Hyundai's high-performance N brand.

Following the first glimpse of the new electric car online last month, Hyundai Motorsport has released a second sneak peek video on its social media channels, set in its Customer Racing workshop at night and featuring current WTCR – FIA World Touring Car Cup champion Gabriele Tarquini.

Team Director Andrea Adamo said: *"After a positive reaction to our new electric project, we are excited to unveil the car at IAA. It will mark the continuation of our motorsport journey, starting a brand-new chapter, as we embrace new ventures. The future is looking bright, and we look forward to revealing more in Frankfurt next week."*

-Ends-

About Hyundai Motorsport GmbH

Established on 19 December 2012, Hyundai Motorsport GmbH is responsible for Hyundai's global motorsport activities, including the FIA World Rally Championship (WRC) and Customer Racing projects. In WRC, Hyundai Motorsport quickly established a strong reputation taking victory in its debut season in 2014. The team amassed ten wins up to the end of the 2018 season and finished as runners-up in the manufacturers' championship on three consecutive occasions. Since the establishment of its Customer Racing activities in September 2015, Hyundai Motorsport has become a trusted partner for teams and drivers looking for success on the rally stages or on racetracks around the world. From its competitive i20 R5 rally car to the competitive i30 N TCR, Hyundai Motorsport-built cars have claimed victory in several championships, including national rally series in France and Spain, as well as the teams' and drivers' titles in the inaugural FIA World Touring Car Cup (WTCR) season. Unified under Hyundai Motorsport, WRC and Customer Racing are together playing instrumental roles in driving Hyundai's global high-performance N brand and are supporting an important perception shift for the Hyundai brand around the world.

Further information about Hyundai Motorsport is available at: <http://motorsport.hyundai.com>

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/>

To download high-resolution photos for editorial use, full drivers’ profiles, as well as other useful press information about the team please refer to:

<http://press.motorsport.hyundai.com/home>

Username: HMSGMedia

Password: Alzenau

For individual information please contact:

Thomas Villette - PR Manager

Phone: +49-151 1135 4339

tvillette@hyundai-ms.com

James Broomhead - Press Officer

Phone: +49-173 729 0398

jbroomhead@hyundai-ms.com