

News Release

FOR IMMEDIATE RELEASE

Hyundai Motor Supports Ars Electronica Festival 2019 for Progressive Dialogues on Art, Technology and Society

- Hyundai Motor supplies an official fleet, including NEXO and IONIQ Electric, at the world's largest and innovative festival for media art and technology in Austria
- The company showcases its commitment to inclusive innovation by drawing on the art-technology-culture convergence

SEOUL, Sept. 5, 2019 – Hyundai Motor Company announced its sponsorship of Ars Electronica Festival 2019, the world's largest media art and technology festival in Austria that attracts throngs of experts, global companies and over 100 thousand visitors annually.

This year marks the 40th anniversary of Ars Electronica Festival, which began on Sept. 18, 1979 in Linz. Named "Festival for Art, Technology and Society," the 2019 iteration occurs in Linz from Sept. 5-9, bringing together the world's leading artists, authors, curators, scientists, technologists, engineers, entrepreneurs and social activists, who hail from over 100 countries.

Hyundai's partnership with Ars Electronica is another affirmation of the company's championing stance on art, technology and culture globally. As the official mobility partner this year, Hyundai Motor supplies vehicles, including the NEXO fuel-cell electric vehicle and IONIQ Electric models. These models, which are setting higher, greener standards in markets worldwide, represent Hyundai's progress in next-generation technologies, mobility services and ecofriendly expertise.

"Hyundai Motor is delighted to share its superb technological and commercial capabilities, as well as dedication to the art-technology convergence at this year's festival," said Wonhong Cho, the Executive Vice President and Chief Marketing Officer of Hyundai Motor. "Ars Electronica elicits the valuable participation and talent of professionals who are spearheading innovations all around the

world. Hyundai Motor will continuously share its future vision and philosophy at Ars Electronica through a partnership, as the event adroitly outlines the shape of our future with perspectives and viewpoints exploring the intersection of art, technology and society.”

Hyundai Motor demonstrates its commitment to the art-technology-society interplay at the “Hyundai x ART” booth. The booth showcases the company’s various programs of patronage for the arts and technology, such as the “Art + Technology” series with media organization Bloomberg and a round-up film on exhibition “Future Humanity: Our Shared Planet,” which visualizes the technology-driven future relationship between mankind and society.

Also on display at “Hyundai x ART” is a list of collaboration projects between artists and startups through open innovation platform ZER01NE, operated by Hyundai Motor Group. The Grand Prix winning works at VH Award -- a media art competition organized by Hyundai Motor Group since 2015 -- are showcased as well.

In November, Hyundai Motor and Ars Electronica will organize inaugural exhibitions at Hyundai Motorstudios in Beijing, Seoul and Moscow commonly themed on the evolving relationship between art, technology and society under the title “Human (un)limited.”

Hyundai Motor is a long-term official partner of prestigious art institutions worldwide, including the Tate in London, Los Angeles County Museum of Art (LACMA) and National Museum of Modern and Contemporary Art, Korea (MMCA), as well as a sponsor of global art events like the Biennale of Sydney and the Venice Biennale’s Korean Pavilion. Through these schemes, the company makes concerted efforts to not only patronizing art and culture, but also applies its learnings across a diverse spectrum of its business, design and innovation pursuits.

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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. 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 and its products can be found at:

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

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