

News Release

STYLE SET FREE and new concept and racing cars highlight Hyundai Motor's next steps in electrification at IAA 2019

- Hyundai Motor showcases new EV Concept 『45』 at 2019 Frankfurt Motor Show
- Hyundai Motorsport debuts its first electric racing car – the Veloster N ETCR
- Celebration of the All-New i10's public world premiere, alongside a special version of the model
- The 'Hyundai Faces' format offers an interactive platform for key brand representatives and media to present insights into Hyundai's brand story

Offenbach, 10 September 2019 – With the start of the 2019 Frankfurt Motor Show (IAA), which takes place from 10 to 22 September, Hyundai Motor provides exclusive insights into the future of mobility. The brand is showcasing 『45』, a full electric concept that envisions its forthcoming EV design direction. Hyundai Motorsport is also launching its first electric racing car, the Veloster N ETCR. Meanwhile, the automaker is also celebrating the public world premiere of the All-New i10.

Once a simple means of transport, the concept of the car is continuously changing, blurring the boundaries between our lives and automobiles. At this year's IAA, Hyundai Motor illustrates its personalised in-car customer experience strategy for future electric vehicles. Hyundai considers how future vehicles will offer customers more freedom to design their cars in a way similar to how people design their homes, and shape their automobiles the way they do their lifestyles.

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.

In addition to the New EV Concept 『45』, Hyundai will also be hosting a series of interactive displays to offer guests the opportunity of experiencing STYLE SET FREE themselves. These include STYLE SET FREE Studio, which allows visitors to interact with various materials to create a kaleidoscope effect, as well as H-Space, which offers a personalised in-car customer experience.

At IAA, Hyundai is now revealing the next stage of its future mobility vision by debuting its full electric concept car, which demonstrates how Hyundai is rethinking mobility. The brand presented the first steps of STYLE SET FREE earlier this year at CES in Las Vegas and at Milan Design Week.

“We are delighted to once again be showcasing a number of exciting product launches, as well as our future mobility vision at IAA, our ‘home’ motor show in Europe,” says Andreas-Christoph Hofmann, Vice President Marketing & Product at Hyundai Motor Europe. “With the launch of our EV concept 『45』, and first-ever electrified racing car, Hyundai is further demonstrating how we are at the forefront of eco-mobility.”

Hyundai setting a benchmark for electrified future of motorsport

Hyundai Motorsport (HMSG) is using the first IAA press day as a platform to exclusively unveil its recently first-ever electric racing car, designed and built at the company’s headquarters in Alzenau, Germany. It introduces a new era of motorsport for the company, with electric driving becoming one of the main pillars of Hyundai Motorsport.

Hyundai’s exciting new model embodies the combination of power-driven, sporty vehicles with alternative energy sources.

Hyundai also presents the newest feature of emission free electric charging. Through the company’s fuel cell technology, the Hyundai Generator is a portable charging station for electric vehicles. The charging system consists of two fuel cell stacks that are powered by hydrogen, and result in an environmentally friendly charging system.

The All-New Hyundai i10

Hyundai celebrates the public world premiere of the All-New Hyundai i10. The latest addition to the Korean automaker’s i-range is a key player in Hyundai Europe’s plan and the safest and best-connected car in its class.

The All-New i10 not only features a new-look dynamic design, but also a host of connectivity upgrades, including Connected Car and Bluelink®, making it a leader in its segment. The All-New i10 embodies Hyundai’s core values and combines two of our key pillars: Assurance and Performance. It is a car that has been built in Europe for Europe and embodies Hyundai’s approach to making mobility affordable while retaining high technical standards.

In addition to the standard model, Hyundai also unveils the i10 N Line. It is the third model after i30 and Tucson to be equipped with the N Line package. Offering design and performance enhancements, N Line has become an important component of Hyundai’s model strategy.

The All-New Kona Hybrid and New IONIQ Electric

By already presenting an extensive eco fleet on the street, where other manufacturers are only talking about it, Hyundai is a leader in future mobility. The brand offers the broadest range of electrified powertrains and sold over 600,000 electrified vehicles globally. Visitors to IAA can experience the latest members of the company’s eco fleet, the All-New Kona Hybrid and the New IONIQ Electric, which are both on display at the Hyundai booth during the event.

Hyundai Faces

The Hyundai Motor 2019 IAA press conference takes place today at the company’s booth in Hall 11 at 09:25 CEST. In addition, the company also hosts Hyundai Faces, an interactive media event to selected media across Tuesday 10 and Wednesday 11 September.

Each Hyundai Faces session features exclusive discussions with key Hyundai executives, offering valuable insights about three key topics based on the company's three brand pillars: Progress, Performance and Assurance. All sessions consist of a 15-minute talk and presentation, followed by a 15-minute question-and-answer session.

Join the Pipe

Hyundai has teamed up with Join the Pipe, a Dutch-based company which produces refillable multi-use bottles to reduce the amount of waste that comes from single-use plastic bottles. Visitors to the Hyundai booth can receive a sustainable bottle from the Recharging Station. With this collaboration, Hyundai is contributing to city clean ups in developing countries by redistributing drinking water in a fair and hygienic way.

About IAA

The Frankfurt International Motor Show (IAA) is the world's largest motor show, taking place every two years in the German city of Frankfurt am Main. With Hyundai's Design, R&D, vehicle testing, motorsport and commercial operations all based in the region, it is the company's home motor show in Europe. This year's IAA is the 68th edition and takes place from 10 to 22 September.

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About Hyundai Motor Europe HQ

Hyundai Motor Europe HQ was formally established in 2000 with its main office in Offenbach, Germany. Hyundai currently sells cars in 41 European countries through 3,000 outlets and in 2018 achieved registrations of 543,292 vehicles in the region – an increase of 3.9 percent compared to 2017, a higher rate than the market average. 2018 was the fourth consecutive year with a record sales result. 75 percent of the vehicles Hyundai sold in the region are models designed, engineered, tested and built in Europe to meet the needs of European customers, served by the company's extensive European infrastructure. This includes two factories in the Czech Republic and Turkey, which have a combined annual capacity of 600,000 units. Hyundai is proud to offer the youngest product line-up in Europe: 90 per cent of the models are less than two years old. Hyundai offers its unique Five Year Unlimited Mileage Warranty package with all new cars sold in the region, providing customers with a five-year warranty with no mileage limit, five years of roadside assistance and five years of vehicle health checks.

More information about Hyundai Motor Europe HQ and its products is available at www.hyundai.news.

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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 offered available in more than 200 countries. Employing more than 110,000 employees worldwide, Hyundai sold more than 4.5 million vehicles globally. Hyundai 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.

Disclaimer: Hyundai Motor Company believes the information contained herein to be accurate at the time of release. However, the company may upload new or updated information if required and assumes that it is not liable for the accuracy of any information interpreted and used by the reader.