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# News Release

**『Hyundai Motor Group TECH』 ,**

**Opens as New Platform for HMG's Innovation Efforts**

- **Newest communication channel to provide product-related content on advanced technology of Hyundai Motor Group (HMG)**
- **Information Hub for key future automobile technology such as artificial intelligence and smart mobility**
- **To feature tech-focused content with video and infographics**

**SEOUL, October 30, 2019** —Hyundai Motor Group (the Group) launched its newest communication platform: Hyundai Motor Group TECH (<https://tech.Hyundaimotorgroup.com>). The website is a global digital communication channel showcasing content on the Group's new automotive industry technology.

The Hyundai Motor Group TECH website will cover topics on new products and technologies in both Korean and English. Advanced technologies will be featured on the website regarding topics such as autonomous driving, Information and Communication Technology (ICT), artificial intelligence and smart mobility.

In a move away from traditional blog-type articles, Hyundai Motor Group TECH will prioritize videos, infographics, card news, and other more-interactive forms of content. The Group's global YouTube channel ([www.youtube.com/hyundaimotorgroup](http://www.youtube.com/hyundaimotorgroup)) will also offer various video clips upon opening.

Furthermore, the Group's existing HMG news website (<https://news.Hyundaimotorgroup.com>) will further expand its reach by adding English news about Group's R&D efforts, product launches and more.

Hyundai Motor Group already communicates with customers through numerous global digital channels: Facebook; YouTube; Twitter; Instagram; LinkedIn.

**<Reference: Hyundai Motor Group English Communication Platforms>**

- Hyundai Motor Group TECH : <https://tech.Hyundaimotorgroup.com>
- Hyundai Motor Group Newsroom : <https://news.Hyundaimotorgroup.com>
- Hyundai Motor Global Newsroom : <https://globalpr.hyundai.com>
- Kia Motors Global Newsroom : <https://www.kianewscenter.com/>
- Facebook : <https://www.facebook.com/HMGnewsroom>
- Twitter : <https://twitter.com/hmgnewsroom>
- Instagram : <https://www.instagram.com/hyundaimotorgroup.official/>
- LinkedIn : <https://www.linkedin.com/company/hyundai-motor-group>
- YouTube : <https://www.youtube.com/hyundaimotorgroup>

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**About Hyundai Motor Group**

Hyundai Motor Group is a global corporation that has created a value chain based on automobiles, steel, and construction and includes logistics, finance, IT and service. With about 250,000 employees worldwide, the group's automobile brands include Hyundai Motor Co. and Kia Motors Corp. Armed with creative thinking, cooperative communication and the will to take on all challenges, we are working to create a better future for all.

For more information on Hyundai Motor Group, please see:  
<https://www.hyundaimotorgroup.com>

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