

News Release

Hyundai Provides Teaser of its Ground-breaking SUV Concept for 2019 AutoMobility LA

- SUV Concept is an Innovative, Eco-focused, Compact SUV Design with Emotional Function as an Urban Vision Crossover Concept
- SUV Concept will feature Plug-in Hybrid Electric propulsion

LOS ANGELES, Nov. 13, 2019 – Hyundai Motor today shared a teaser video and images of its innovative Plug-in Hybrid SUV Concept for 2019 AutoMobility LA. The concept is the seventh in a series of Hyundai Design Center concepts expressing increasing Emotional Value to Hyundai's evolving Sensuous Sportiness global design language.

"We pursue innovative solutions in design and add emotional value to our product experience through sensuous sportiness design language," said SangYup Lee, Senior Vice President and Head of Hyundai Global Design Center. The SUV concept is powered by a plug-in hybrid powertrain indicating its eco-lifestyle focus and its inherent balance with the environment in which it is driven.

<https://www.hyundainews.com/en-us/releases/2914>



Dynamic Spirit

Two derivative sub-themes of the dynamism fundamental design concept are Parametric Fantasy and Transcendent Connectivity. In these sub-themes, all parametric surfaces are connected from the body to either light or trim features. It features seamless connectivity free from distinct design boundaries. Ambient light reflects off these concave and convex lines creating an extreme sense of tension. Charisma is added with the evolution of a Hidden Signature Lamp derived from the Le Fil Rouge and Grandeur Face Lift. At higher speeds, the Parametric Air Shutter is an original developmental feature that actively adjusts both aerodynamics and design.

Parametric Air Shutter Grille Design

When stationary, the grille is closed and static. Once in motion, each individual cell of the grille design continues to move in a prescribed sequence, creating a truly dynamic forward demeanor. This dynamic character includes the functional effect of controlling airflow to the powertrain, optimizing aerodynamics and fuel efficiency.



Hyundai Motor America

At Hyundai Motor America, we believe everyone deserves better. From the way we design and build our cars to the way we treat the people who drive them, making things better is at the heart of everything we do. Hyundai's technology-rich product lineup of cars, SUVs and alternative-powered electric and fuel cell vehicles is backed by Hyundai Assurance—our promise to create a better experience for customers. Hyundai vehicles are sold and serviced through more than 830 dealerships nationwide and nearly half of those sold in the U.S. are built at Hyundai Motor Manufacturing Alabama. Hyundai Motor America is headquartered in Fountain Valley, California, and is a subsidiary of Hyundai Motor Company of Korea.

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