

News Release

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Hyundai Motor to Unveil New Concept EV “Prophecy” at Geneva International Motor Show

- New concept EV extends Hyundai’s design philosophy “Sensuous Sportiness” to the next level
- “Prophecy” will be unveiled on March 3 and will remain on display until March 15, 2020

SEOUL, February 14, 2020 – Hyundai Motor Company will unveil its new concept EV, “Prophecy”, expressing the company’s latest design language, at the upcoming Geneva International Motor Show, on March 3, 2020. The concept will remain on display until March 15.

In line with Hyundai’s “Sensuous Sportiness” design philosophy, the new concept embodies a beautiful silhouette accentuated by graceful curves flowing over broad rear flanks that provide excellent aerodynamics. The boat-tail line created by the rear quarter panels are complemented by the integrated spoiler and pixel lamp taillights.

““Prophecy” does not follow trends. It accentuates timeless beauty that will stand the test of time,” said SangYup Lee, Head of Hyundai Global Design Center. “Its iconic design stands to expand Hyundai’s design spectrum toward even broader horizons.”

The name “Prophecy” reflects the concept’s purpose, defining the direction of future Hyundai designs, while establishing itself as a design icon for Hyundai’s EV lineup.

The Hyundai “Prophecy” concept EV will be unveiled to the world on March 3 at the Geneva International Motor Show (11:45 CEST, Stand 4252 / Hall4). Hyundai Motor will be showcasing electrification strategy under the concept of ‘Real Progress is in the Air’, which is inspired by new brand vision(Progress for Humanity) and exhibition contents.

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About Hyundai Motor Company

Established in 1967, Hyundai Motor Company offers a range of world-class vehicles and mobility services in more than 200 countries. Hyundai Motor sold more than 4.4 million vehicles globally in 2019, and currently employs some 120,000 personnel worldwide. The company is enhancing its product lineup with vehicles designed to help usher in a more sustainable future, while offering innovative solutions to real-world mobility challenges. Through the process Hyundai aims to facilitate 'Progress for Humanity' with smart mobility solutions that vitalize connections between people and provide quality time to its customers.

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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