

Reference Material

Hyundai Motor Showcases Miniature Model of Smart Mobility Ecosystem

- Hyundai Motor will display a 1:8-scale model of its 'UAM-PBV-Hub' smart mobility ecosystem in its headquarters lobby until June 12 and at global events afterward
- The model is a miniature of an exhibit shown at CES 2020 and displays Hyundai's future mobility vision, reinforcing its mission to become a Smart Mobility Solution Provider
- Hyundai has established an open collaboration system between related divisions for the realization of its smart mobility solutions mission

SEOUL, May 18, 2020 – Hyundai Motor Company is showing its smart mobility ecosystem model in the lobby of its headquarters until June 12 and at other key global events afterward in order to further communicate its future mobility vision.

The 1:8-scale model on display is a miniature of the exhibit shown at CES 2020 and includes integration of its Urban Air Mobility (UAM), Purpose Built Vehicles (PBV) and Hub (Mobility Transit Base) smart mobility solutions as part of a dynamic human-centered future cityscape.

The exhibition aims to inspire Hyundai employees and other audiences by showing the company's vision for future mobility as it aims to become a Smart Mobility Solution Provider. After the current exhibition ends on June 12, the model will be showcased at major events around the globe.

"Hyundai's UAM Division is leading necessary technological developments and working towards realizing the introduction of Urban Air Mobility, which has been people's dream for decades," said Jaiwon Shin, Executive Vice President and Head of Hyundai's Urban Air Mobility Division. "S-A1

Personal Air Vehicle concept on display shows our dedication to bring forth Urban Air Mobility for the benefit of humanity.”

The miniature model demonstrates Hyundai’s vision of a future mobility ecosystem in urban use. The UAM is shown with its rotors tilting, enabling vertical take-off and landing and rotating horizontally for flight. On the ground, PBVs can be seen running on the road, traveling around the Hub, becoming part of the building when connecting to the Hub’s docking station. The Hub is not only a space that connects UAM and PBVs, but also serves as a new concept for connecting people, reflecting Hyundai’s determination to give people more quality time while providing seamless freedom of movement and the opportunity to enjoy diverse experiences.

In addition, mirrors are installed on the ceiling of the exhibition space to allow an immersive viewing experience from various angles. Videos of a future city transformed through smart mobility solutions will also be shown on large displays installed on adjacent walls.

“For our smart mobility solutions, we considered what truly matters in cities and in people’s lives. UAM, PBV and Hub will revitalize cities by removing urban boundaries, giving people time to pursue their goals, and creating a diverse community. Our goal is to help build dynamic human-centered future cities and continue our legacy of progress for humanity. CES 2020 is just the start and we will continue to realize this vision,” said Euisun Chung, Executive Vice Chairman of Hyundai Motor Group during CES earlier this year.

To realize its vision for smart mobility solution, Hyundai added to its design organization a dedicated team for UAM design and enhanced collaboration between UAM Division, Design Center, and Strategy and Technology Division.

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<Photo caption>

Hyundai Motor employees view a miniature model of smart mobility solutions, including UAM, PBV and Hub, for a dynamic human-centered future city concept, displayed in the first-floor lobby of its headquarters.

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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