

News Release

**STRICTLY EMBARGOED UNTIL
SEPT. 12, 00:00 (KST) / SEPT. 11, 08:00 (PDT)**

Hyundai Motor Launches ‘Channel Hyundai’ for Smart TVs to Provide Enhanced Digital Customer Experience

- The smart TV app features multimedia content and digital interface for new customer experience amid pandemic
- World premiere of the all-new 2021 Tucson will be broadcast on the app on September 15
- The app is available on LG and Samsung smart TVs

SEOUL, September 12, 2020 – Hyundai Motor Company is leading the digital transformation in the era of COVID-19 and beyond with the launch of ‘Channel Hyundai’, an interactive app for smart TVs featuring multimedia content and a digital interface for customers to experience the brand in a new way.

Channel Hyundai offers various online content and services to give customers direct access to the world of Hyundai from the comfort of their homes.

“Channel Hyundai is our solution to the growing need for enhanced digital experiences amid the global pandemic,” said Wonhong Cho, Executive Vice President and Global Chief Marketing Officer of Hyundai Motor. “Our hope is that watching content on the big screen will bring family members together for a shared digital experience, since digital experiences can often feel isolated.”

Hyundai Motor is initially presenting three categories within the app – LIVE, TV and MODELS – with plans to add more features in the future.

The LIVE category offers product launches and presentations on the company’s vision, including the upcoming world premiere of the all-new 2021 Hyundai Tucson, which will be broadcast on the app in high-resolution video on September 15.

The TV category features videos that cover a wide range of lifestyle topics, from Hyundai's various partnerships with the art community to its motorsport activities. Hyundai is also planning to produce original content exclusively for Channel Hyundai.

The MODELS category is for those who want to find out more about Hyundai vehicles. The Channel Hyundai app features not only videos, but also a virtual interactive showroom that allows customers to get first-hand virtual experience of key features on Hyundai models.

New online content and services will be added over time to provide customers an extensive collection of branded content with seamless access over smart TVs. The content are currently in English, with subtitles and other language contents in the making.

The Channel Hyundai app is available on LG and Samsung smart TVs manufactured in 2017 or beyond, and with webOS 3.5 or higher for LG models. Hyundai plans to make the app more widely available on more brand of smart TVs in the future.

The app can be downloaded under the search words "Hyundai" or "channel Hyundai" on LG Content Store or Samsung TV App Store. All content can also be viewed on the Channel Hyundai website at <http://channel.hyundai.com>.

– End –

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>

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.

Contact:

Jin Cha

Global PR Team / Hyundai Motor

sjcar@hyundai.com

+82 2 3464 2128