

News Release

North American Premiere of All-New 2022 Hyundai Tucson to Broadcast from West Hollywood



- Debut takes place on Nov. 9, at The London West Hollywood at Beverly Hills
- Event can be watched here <https://www.hyundaiusa.com/us/en/vehicles/2022-tucson> at 9 a.m. Pacific Time, Noon Eastern Time
- Speakers include:
 - José Muñoz, Global Chief Operating Officer of Hyundai Motor Company, president and CEO of both Hyundai Motor North America and Hyundai Motor America
 - SangYup Lee, head of the Hyundai Global Design Center and Senior Vice President at Hyundai Motor Company
 - Sage Erickson, American professional surfer and two-time winner of the US Open of Surfing
- Tucson is Hyundai Motor's best-selling model globally and represents its vision for progressive design, eco-focused powertrains and advanced technologies

- The new model will attract more customers with its cutting-edge design, advanced SmartSense safety features, roominess, class-leading digital capabilities, dynamic ride and handling and excellent fuel efficiency

HOLLYWOOD, Calif., Nov. 4, 2020 – Hyundai is set to debut the all-new 2022 Tucson during a North American premiere event in Hollywood. The upcoming fourth-generation Tucson showcases an edgy and aggressive look based on parametric shapes, reflecting Hyundai's new design identity. The virtual premiere event will take place at 9 a.m. PT on Nov. 9, at The London West Hollywood at Beverly Hills and will be streamed at <https://www.hyundaiusa.com/us/en/vehicles/2022-tucson>, [hyundainews.com](https://www.hyundaiusa.com/us/en/vehicles/2022-tucson), and HyundaiUSA's social media channels.

José Muñoz will unveil the new Tucson and outline how it is part of Hyundai's commitment to expand its SUV lineup by the end of next year. This expansion includes the completely refreshed Santa Fe and new Santa Fe Calligraphy luxury trim.

SangYup Lee will talk about designing the dynamic new Tucson. He will emphasize how the lights are seamlessly integrated into the Tucson's parametric jewel grill and how the design team followed the untraveled path, facing unprecedented engineering challenges, to push for design innovation.

Also being featured at the premiere will be professional surfer and Hyundai ambassador, Sage Erickson. Sage first partnered with Hyundai February of last year for the [#GreatSoCalChallenge](#), where she drove the Hyundai Kona from Huntington Beach to Big Bear, surfing and snowboarding in the same day. Her relationship with Hyundai continued as she drove the Tucson during her time in SoCal for the 2019 US Open of Surfing, going on to win that competition for the second time. Genuinely enjoying her experience with Hyundai vehicles, Sage went on to become a Hyundai ambassador, driving the flagship Palisade until the arrival of the all-new 2022 Tucson.



New design highlights for the 2022 Tucson include the latest evolution of Hyundai's signature headlamp architecture called 'Parametric Hidden Lights' and a dual cockpit layout that offers personalized space intuitively optimized for a high-tech user experience. The images hint at innovative features befitting Tucson's signature boldness and pioneering spirit.

Overall, the new Tucson's body is bigger and wider than previous generation models, offering a long hood and short overhangs on a stretched wheelbase that give it a coupé-like character. From the side, angular body panels offer yet another interpretation of parametric design. Chiseled surfaces create a striking contrast between sleek silhouette and masculine wedge, suggesting forward motion even when standing still. Taut athletic shapes seamlessly merge into angular wheel arches where alloy wheels provide a powerful and dynamic stance.



Professional Surfer Sage Erickson



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