



## Hyundai Motor to enhance IAA press conference with live streaming and innovative digital assets

- Broadcast of pre-Show begins at 11:15 CEST, Tuesday 15 September 2015
- Online Newsroom enriches flow of information
- Hyundai Motor showcases new models and visionary concept cars

Offenbach, 9 September 2015

Hyundai Motor will live-stream its press conference at the 2015 Frankfurt International Motor Show, enabling a wider audience to learn about the brand's passion for performance and a host of new Hyundai models, design concepts and technologies. New i20 Active and New Santa Fe will premiere, enhancing Hyundai's European range of Crossover and SUV models.

The company will also showcase its new high-performance N sub-brand, brought to life through the thrilling N 2025 Vision Gran Turismo concept car and the New Generation i20 WRC car being previewed ahead of the 2016 World Rally Championship season. The Vision G coupe concept introduces dynamic design and advanced technology as inspiration for future premium products.

The Hyundai Motor press conference will take place in Hall 6 at 11:30 CEST on Tuesday 15 September 2015, and the livestream will be available via [www.hyundai.news/IAA2015](http://www.hyundai.news/IAA2015). Ahead of the press conference, viewers can look behind the scenes and watch interviews with senior Hyundai Motor management, previewing the latest news from the brand. The coverage will start at 11:15 CEST.

**NEW THINKING. NEW POSSIBILITIES.**

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David Fitzpatrick, PR Director at Hyundai Motor Europe, commented: “Visitors to the 2015 IAA will see a wide-ranging showcase of new models, concept cars and innovative technology from Hyundai Motor. Through our livestream broadcast and our new Newsroom channel, we will be able to share the experience with media, fans and enthusiasts around the world.”

### **How to follow the Hyundai Motor Europe Live Stream from Frankfurt Motor Show 2015**

- To view the Hyundai press conference live, visit:  
[www.hyundai.news/IAA2015](http://www.hyundai.news/IAA2015)
- The Hyundai live player can be embedded in other websites:  
<https://livestream.com/HyundaiEurope/IAA15/embed>
- Video material offered for download is for editorial purposes only and free of charge. This includes the press conference and interviews.
- After the event, the entire press conference will be available to view on the  
[www.hyundai.news/IAA2015](http://www.hyundai.news/IAA2015)

### **New PR Newsroom launched at [www.hyundai.news](http://www.hyundai.news)**

A new European PR Newsroom has been launched, at [www.hyundai.news](http://www.hyundai.news), to share the latest information and assets from Hyundai Motor with media, online influencers and enthusiasts. News releases, press kits, photos and videos are available on this new channel. Responsive design technology makes the site easy to access across the most popular platforms and devices. Social network plugins enable quick and simple news-sharing.

### **New Motor Show booth at Frankfurt Motor Show**

Hyundai Motor will introduce its new motor show booth at 2015 Frankfurt

International Motor Show. The new booth, which will be continually adopted to worldwide motor shows, features a simplified modern design with diagonal and straight lines to present a consistent Hyundai brand experience to visitors.

The entire booth encapsulates Hyundai Motor's brand direction Modern Premium and its recent showroom identity delivering a caring and premium environment.

At a glance, diagonal and straight lines characterize the LED screen as well as lounge features and floors. In addition, the booth space including furniture and lights offer visitors a comfortable and caring experience consistent with Hyundai showrooms.

### **Hyundai N 2025 Vision Gran Turismo's silhouette revealed**

Highlighting sustainable technology and race car designed, Hyundai N 2025 Vision Gran Turismo will also be introduced during the Motor Show. This ultimate concept car offers a peek into the Hyundai brand's unique perspective on future performance cars.

The Hyundai N 2025 Vision Gran Turismo concept draws inspiration from aeronautics, employing a dynamic stance and with hints of a jet fighter design that blurs the line between air and asphalt.

### **Satellite details / Technical information for TV media regarding live broadcast**

Live HD Feed (Europe)

Date: September 15, 2015

Time: 11.15am – 11.45am CEST / 9.15am – 9.45am GMT

Satellite:	EUT 12A
Transponder (digital):	Tp. B3, Channel: A
Downlink Frequency:	11.043,500 MHz
Polarisation:	horizontal (X)
EBU-Standard:	16_HD
Video Std:	1080i/50 Hz PAL
Audio Channels:	Channel 1+2: English
Modulation:	DVB-S2 / 8 PSK
Symbol rate:	7.2000 Msymb/s
FEC:	3/4
MPEG:	4:2:0 / MPEG4
Encryption:	No encryption

-Ends-

### **About Hyundai Motor**

Established in 1967, Hyundai Motor Company is committed to becoming a lifetime partner in automobiles and beyond. The company leads the Hyundai Motor Group, an innovative business structure capable of circulating resources from molten iron to finished cars. Hyundai Motor has eight manufacturing bases and seven design & technical centers worldwide and in 2014 sold 4.96 million vehicles globally. With almost 100,000 employees worldwide, Hyundai Motor continues to enhance its product line-up with localized models and strives to strengthen its leadership in clean technology, starting with the world's first mass-produced hydrogen-powered vehicle, ix35 Fuel Cell.

### **About Hyundai Motor Europe**

In 2014, Hyundai Motor Europe achieved registrations of 424,467 units - an increase of 1% compared to 2013. Almost 95% of the vehicles Hyundai sells in the region are designed, engineered and tested in Europe to meet the needs of European customers. And 90% are built at its two local factories in the Czech Republic and Turkey, which have a combined annual capacity of 500,000 units. Hyundai sells cars in 31 European countries across 2,500 outlets.

Hyundai offers its unique Five Year Unlimited Mileage Warranty package with all new cars sold in the

region, providing customers with a five-year warranty with no mileage limit, five years of roadside assistance and five years of vehicle health checks.

More information about Hyundai Motor Europe and its products is available at [www.hyundai.news](http://www.hyundai.news). Follow Hyundai Motor Europe on Twitter [@HyundaiEurope](https://twitter.com/HyundaiEurope) and Instagram [@HyundaiEurope](https://www.instagram.com/HyundaiEurope).

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