



## Hyundai Motor introduces IONIQ, the first car to offer a choice of three electrified powertrains

- Electric, plug-in hybrid and hybrid powertrains available in a single body type, a world first
- The IONIQ breaks hybrid stereotype by delivering entertaining drive alongside class-leading fuel economy and appealing design
- Global launch set for January 2016 in Korea, followed by Geneva and New York auto shows, an important step as Hyundai Motor works to be global green car market leader

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Hyundai Motor has announced the name of its advanced, alternative-fuel compact vehicle due for launch in 2016: the Hyundai IONIQ [pronunciation: aɪˈɒːniːk]. The car will be available with electric, plug-in gasoline/electric hybrid, or gasoline/electric hybrid powertrain - the first car from any manufacturer to offer customers these three powertrain options in a single body type.

As part of Hyundai Motor's ambition to chart the direction of future mobility, while enhancing the lives of its customers, the IONIQ responds to rapidly changing customer lifestyles by breaking the mold for hybrid vehicles. As the world's first model to offer customers the choice of three powertrain options, the IONIQ combines class-leading fuel efficiency with a fun, responsive drive and attractive design, a unique mix not yet achieved by a hybrid vehicle.

Woong-Chul Yang, Head of Hyundai Motor R&D Center said, "Hyundai Motor has a heritage of building innovative, fuel-efficient vehicles, so we are proud to advance our eco-friendly car line-up with the introduction of IONIQ. Our vision for future mobility focuses on choice,

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**HYUNDAI MOTOR EUROPE GmbH**

Kaiserleipromenade 5  
63067 Offenbach, Germany  
[www.hyundai.news](http://www.hyundai.news)

with a variety of powertrain options to suit customers' varied lifestyles, without compromising on design or driving enjoyment. IONIQ embodies Hyundai Motor's vision to shift the automotive paradigm and future mobility; IONIQ is the fruit of our efforts to become the leader in the global green car market."

The new car's name references elements of its creation. An *ion* is an electrically-charged atom, linking to the car's clever combination of electrified powertrains. The second part of the name references the *unique* offering it brings to the Hyundai range, demonstrating the brand's environmental commitment and willingness to maximize choice for its customers. Finally, the *Q* is depicted in the car's logo as a visual breakthrough, acknowledging the fresh new approach of this advanced, low-emission model.

Based on an exclusive new platform, made specifically for the car's multi-powertrain options, the IONIQ chassis is optimized to deliver responsive handling while remaining efficient in each of its three powertrain configurations. In its fully-electric (EV) form, the IONIQ is powered by a high capacity, ultra-efficient lithium ion battery. The plug-in hybrid (PHEV) version combines a fuel-efficient energy with battery power obtained by charging the car with electricity, boosting its range while cutting its emissions. Finally, the hybrid (HEV) utilizes the gasoline engine and motion of the car to charge the on-board battery, which returns enhanced efficiency by supplementing the engine's power.

Hyundai Motor is one of the world's leading manufacturers of hybrid vehicles and is committed to a future vehicle line-up comprising low- to zero-emission vehicles. This latest leap forward builds on Hyundai Motor's heritage of world-first environmental developments. In 2013, Hyundai Motor became the first car manufacturer to mass-produce a hydrogen-fueled vehicle, the Tucson Fuel Cell (ix35 Fuel Cell in some markets).

Following its world premiere in Korea in January, the IONIQ is due to be shown at the Geneva International Motor Show, followed by the New York Auto Show, both in March 2016.

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### **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 centres 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 localised 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 through 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).

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David Fitzpatrick

PR Director

Phone: +49-69-271472-460

[dfitzpatrick@hyundai-europe.com](mailto:dfitzpatrick@hyundai-europe.com)

Hans Kleymann

Product PR Manager

Phone: +49-69-271472-419

[hkleymann@hyundai-europe.com](mailto:hkleymann@hyundai-europe.com)