



## Class-leading aerodynamics and striking design details for Hyundai Motor's new alternative-fuel IONIQ

- Teaser rendering highlights eye-catching silhouette and design details
- Sleek and simple exterior reduces aerodynamic drag for greater efficiency
- Elegant interior combines environmentally-friendly materials and flexible space

Offenbach, 16 December 2015

A new rendering of Hyundai Motor's all-new IONIQ hints at how the innovative, alternative-fuel compact vehicle, which is due for launch in early 2016, will combine head-turning good looks with class-leading aerodynamic performance.

Hyundai Motor has confirmed that the IONIQ will be the world's first car to offer a choice of three efficient and ultra-low-emission powertrains: full electric, plug-in gasoline / electric hybrid, or gasoline / electric hybrid. With a sleek, coupe-like silhouette and numerous eye-catching details, its confident design is a match for its bold environmental credentials.

The IONIQ will deliver a fun and responsive driving experience, while also meeting the needs of those wishing to reduce the impact their motoring has on the environment. Hyundai Motor's designers have therefore created an exterior design that is rich in emotional appeal, as well as making a significant contribution to meeting the car's environmentally-focused brief.

Simple, carefully wrought contours minimize wind resistance and assist the efficient management of airflow around the exterior. At the front, familiar Hyundai design themes are evident notably the signature hexagonal grille, which is also topped by an attractive gloss-black element that extends outwards to meet distinctive new headlamps featuring integrated 'C'-position lights. The exterior color choice adds to the car's allure, formulated to be evocative of fog about to lift.

**NEW THINKING. NEW POSSIBILITIES.**

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Inside the IONIQ the smooth, elegant and clutter-free theme continues. There is efficient use of interior space and a clear, logical approach is applied to the layout of control functions. Simple and stylish surfaces make use of eco-friendly materials to convey a futuristic yet warm cabin ambience that will appeal to a new generation of motorists.

Even before the arrival of the IONIQ, Hyundai Motor is already one of the world's leading manufacturers of hybrid and low- or zero-emission vehicles. In 2013, the company became the first car manufacturer to mass-produce a hydrogen-fueled vehicle, the Tucson Fuel Cell (ix35 Fuel Cell in some markets).

The IONIQ'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.

Following a world premiere in Korea in January, the IONIQ is due to be shown during March 2016 at the Geneva International Motor Show and the New York Auto Show.

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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). Follow Hyundai Motor Europe on Twitter [@HyundaiEurope](https://twitter.com/HyundaiEurope) and Instagram [@HyundaiEurope](https://www.instagram.com/HyundaiEurope).

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