



All-New Tucson and All-New Elantra win prestigious iF Design Award

- All-New Tucson and All-New Elantra receive 'iF Design Award 2016' in product category
- Recognises bold and athletic design of Hyundai's new compact SUV and All-New Elantra's dynamic and refined form
- Further validation of Hyundai Motor's design and quality

Offenbach, 29 January 2016

Hyundai Motor has once again received international recognition for its vehicle design from the prestigious iF Design Awards jury. The All-New Tucson and the All-New Elantra have won the iF Design Award 2016 in the "Product" discipline, under the "Automobiles / Vehicles / Bikes" category.

The award recognises the bold and distinctive design of the All-New Tucson – Hyundai's new compact SUV and brand ambassador. Its athletic presence has been achieved through refined, flowing surfaces, bold proportions, sharp lines and the brand signature hexagonal grille.

The team from Hyundai Motor's Design Centre Europe in Rüsselsheim, Germany combined a sleek, urban look with the strength and presence typical of an SUV.

The front of the All-New Tucson is dominated by the hexagonal grille, which connects with the LED headlamps to create a distinctive identity. The A-pillar positioning and the directional shape of the wheel arches accentuate the car's dynamic appearance, even at a standstill. Inside, new soft-touch, high-quality materials are introduced across the cabin surfaces, creating a refined cabin ambience. The new horizontal layout of the centre console conveys the car's elegance while increasing the feeling of roominess.

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Designed, engineered and manufactured in Europe, the All-New Tucson has been on sale since September 2015. It became the best-selling new Hyundai model, achieving 85,000 orders just three months after its on-sale date.

iF Design Award Winner, All-New Elantra fully employs Hyundai Motor's characteristic design philosophy, which embraces the company's 'Modern Premium' brand direction and is evident in the All-New Elantra's dynamic and refined form..

With class-defining interior and exterior, All-New Elantra features refined style elements reflecting Hyundai Motor's evolving design philosophy. This vision incorporates a dynamic precision in exterior design that complements All-New Elantra's comfortable, contemporary and sporty feel. The large hexagonal grille is paired with slim and sporty headlights for an energetic look, while its clean surfaces build on the active stance of the product.

The All-New Elantra has been launched in Korea and North America end of 2015 and will be available in selected markets in Europe within 2016.

For more than 60 years, the iF Design Awards have been recognised across the world as a symbol of design excellence. Organised by iF International Forum Design GmbH, the awards recognise outstanding design across various disciplines and categories. The jury awarded the sought-after prize to Hyundai's All-New Tucson following a rigorous judging process, involving almost 5,000 entries from 53 countries.

The iF Design Award night will take place on 26 February 2016.

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About Hyundai Motor Europe

In 2015, Hyundai Motor achieved registrations of 470,130 vehicles in Europe – an increase of 10.9% compared to 2014 – and replaced 80% of its model line-up to create the youngest car range in Europe. 90% of the vehicles Hyundai sold in the region are models designed, engineered, tested and built in Europe to meet the needs of European customers, served by the company's extensive European infrastructure. This includes two factories in the Czech Republic and Turkey, which have a combined annual capacity of 500,000 units. Hyundai Motor sells cars in 31 European countries through 2,500 outlets.

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

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 2015 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.

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