



## Dedicated to disrupt: All-New Hyundai IONIQ line-up electrifies Geneva Motor Show

- World's first vehicle platform with three electrified powertrains, making low-to zero-emission mobility accessible to everyone
- Innovative IONIQ offers customers uncompromised driving experience and design
- Unveiling of the IONIQ line-up at the Geneva Motor Show is available as live stream: media, enthusiasts and fans worldwide can be part of the experience

Offenbach, 24 February 2016

At the Geneva Motor Show 2016, Hyundai Motor is introducing the All-New Hyundai IONIQ line-up, consisting of: IONIQ Hybrid, IONIQ Electric and IONIQ Plug-in. The world's first model offering three electrified powertrains, IONIQ will make low-to zero-emission mobility accessible to everyone. The new approach of Hyundai Motor delivers an uncompromised design and driving experience through innovative technology, and offers customers the latest connectivity and safety technologies.

The All-New Hyundai IONIQ is an important milestone of Hyundai Motor's sustainability strategy, bringing to life the brand's new thinking through new innovative technologies, and extending the company's product range to support further organic sales growth in Europe.

Jochen Sengpiehl, Vice President Marketing at Hyundai Motor Europe, said: "IONIQ is an important step forward for our brand in Europe. We are bringing a unique new approach to e-mobility, with no compromise on great design, driving pleasure and new connectivity features. And we're making it accessible to more customers, further extending our product line-up."

**NEW THINKING. NEW POSSIBILITIES.**

**HYUNDAI MOTOR EUROPE GmbH**

Kaiserleipromenade 5

63067 Offenbach, Germany

[www.hyundai.news](http://www.hyundai.news)

The IONIQ Hybrid and IONIQ Plug-in both feature the new Kappa 1.6 GDI, direct injection petrol, four-cylinder engine with a class-leading thermal efficiency of 40 per cent delivering 105 PS and 147 Nm of torque. The engine has been tailored to the hybrid application and is combined with the direct responding, smooth shifting six-speed double clutch transmission – differentiating the IONIQ from its competitors with a more dynamic driving experience. The mated electric motor enables pure electric driving and delivers instant torque as the chassis with rear multi-link suspension greatly enhances driving dynamics.

The IONIQ Hybrid's electric motor delivers 32 kW (43.5 PS) with maximum torque of 170 Nm, powered by a lithium-ion-polymer battery with 1.56 kWh capacity positioned under the rear seats. In combination with the 1.6-GDI engine IONIQ Hybrid offers a system output of 103.6 kW (141 PS) and up to 265 Nm of torque accelerating to a top speed of up to 185 km/h with targeted CO<sub>2</sub> emissions as low as 79 g/km (combined).

Drivers choosing the IONIQ Plug-in can safely rely on approximately over 50 kilometres of estimated pure electric driving range powered by the potent 8.9 kWh lithium-ion polymer battery. The 45kW (61 PS) electric motor together with the 1.6 GDI four-cylinder Kappa targets CO<sub>2</sub> emissions as low as 32 g/km.

The IONIQ Electric offers pure e-mobility through a 28 kWh Lithium-ion-Polymer battery for an estimated range of over 250 km. The instantly available maximum torque of 295 Nm is delivered by the electric motor with maximum output of 88 kW (120 PS) through the single-speed reducer transmission accelerating the car up to 165 km/h.

The customer experience inside the IONIQ line-up is enhanced through state-of-the-art connectivity features like Android Auto, Apple Car Play as well as Tom Tom live services and wireless charging of your smartphone. Furthermore, the driving

experience becomes digital through the 7-inch TFT instrument cluster displaying all key driver information.

A holistic and innovative safety package including Autonomous Emergency Braking, Lane Keep Assist System, Blind Spot Detection, Rear Cross Traffic Alert and Smart Cruise Control ensures high safety levels for drivers and passengers alike.

All versions feature the sleek aerodynamic silhouette with a class-leading Cd value of 0.24 that is complementing the soft lines and surfaces that trace the All-New IONIQ's outline. A fluid exterior shape and natural air flow channels emphasize the aerodynamic body lines and volumes.

Blue accents in the IONIQ Hybrid and IONIQ Plug-in are emphasizing specific elements on the exterior and in the interior for a seamless design.

The IONIQ Electric features exclusive copper coloured accents create the impression that electricity is flowing through the car's interior inspired by the trait of copper being a conductor for electricity.

Thomas A. Schmid, Chief Operating Officer at Hyundai Motor Europe, said: "With our pioneering ix35 Fuel Cell electric vehicle and several hybrid and plug-in hybrid models sold around the world, Hyundai Motor already has a proven capability in electrified powertrains. Now, with the launch of our first dedicated model, we are taking the lead as the only car manufacturer with hybrid, electric, plug-in hybrid and fuel cell vehicles in production."

The All-New Hyundai IONIQ Line-up will celebrate its world premiere at the Geneva Motor Show on March 1 at the Hyundai Press Conference at 10:30 CET on the Hyundai stand (No. 1040).

Livestreaming of the press conference at the Geneva Motor Show will be available at:

<https://livestream.com/HyundaiEurope/GIMS2016>

Broadcast of pre-Show begins at 10:15 CET on Tuesday 1 March 2016.

*All technical specifications are preliminary and subject to homologation.*

-Ends-

#### **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](http://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 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.

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)