



## Art unites: Hyundai Motor partners with Van Gogh Museum in Amsterdam

- Three-year agreement between Hyundai Motor and world-famous museum
- Hyundai IONIQ wrapped in Van Gogh's iconic work "Sunflowers"
- Multimedia tour, museum map and website to be translated into Korean

Offenbach, 21 June 2016

Hyundai Motor has signed a three year agreement with the Van Gogh Museum in Amsterdam, Netherlands. The cooperation extends the brand's commitment to making art accessible around the globe. Within the scope of the agreement Hyundai Motor will support the translation of the museum's multimedia tour, map and website into Korean, benefitting the growing number of Korean visitors. The cooperation will further help to raise awareness of the new Hyundai IONIQ: the world's first car with three electrified powertrains will be provided to the Van Gogh Museum.

### **Wider audience to get acquainted with art and design**

The partnership with the Van Gogh Museum in Amsterdam matches Hyundai Motor's global vision to support the arts all over the world. The company is already associated with the Tate Modern in London, the Los Angeles County Museum of Art (LACMA) and the Museum of Modern and Contemporary Art in Seoul, Korea.

"At Hyundai Motor, we believe in the strong relationship between the art of design and the art of technology, and we aim to make this connection accessible to people all over the globe through our products", said Hyung Cheong Kim, President and CEO of Hyundai Motor Europe. "Our collaboration with the Van Gogh Museum as a

leading art institution marks an important step to introduce a wider audience worldwide to the beauty of art and design.”

Axel Rüger, director of the Van Gogh Museum, shares his views on the collaboration: “We share a common passion for the work and life of the world’s most famous Dutch artist, Van Gogh. That constitutes a very sound basis for our cooperation. In addition, our new partner also attaches a great deal of importance to sustainability.”

### **Hyundai IONIQ in the spirit of Van Gogh’s Sunflowers**

As part of the agreement, Hyundai Motor is to provide the Van Gogh Museum with, among other things, models of the Hyundai IONIQ. Hyundai Motor has designed one of the IONIQ models especially for the occasion and wrapped it in Van Gogh’s iconic work, Sunflowers.

With the IONIQ, Hyundai Motor makes driving zero- to low-emission cars fun, convenient and affordable. The IONIQ is the first car in the world available with three electrified drive systems. The Hybrid and Electric models will be available at Hyundai dealerships across Europe in autumn 2016 and the Plug-in version will be introduced next year.

### **Growing number of Korean visitors**

The Van Gogh Museum houses the largest collection of works by Vincent van Gogh in the world. No fewer than two million people visit the museum every year. Among them are a growing number of Koreans: 25,000 alone in 2015. A similar trend is seen on the museum’s online presence. To encourage this growing interest and thanks to Hyundai Motor’s support, the multimedia tour, museum map and website will be translated into Korean. And this is just the beginning of a sustainable partnership as Hyundai Motor will also contribute to the core activities of the museum in the future.

“This collaboration gives us an opportunity to help our fellow citizens become closely acquainted with the life and work of Vincent van Gogh,” says Wang-Chul Shin, President of Hyundai Motor Netherlands. “Moreover, the sustainable character of the museum also appeals to us.”

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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](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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