

News Release

Impressive performance: Hyundai Motor at the 2016 SEMA Show

- At the 2016 SEMA Show world's premier automotive specialty products trade event Hyundai Motor America will show four exciting show cars in collaboration with strong partners
- The nitrous-based Rockstar Santa Fe Concept, the race-ready Gurnade Veloster Concept, the ARK Road Racer Elantra Concept, and the "Santa-Fast" Santa Fe
- Strong partners: Rockstar Performance Garage, Gurnade Inc., ARK Performance and Bisimoto

October 18, 2016 – At the 2016 SEMA show in Las Vegas, Hyundai Motor America displays four exciting show cars, the nitrous-based Rockstar Santa Fe Concept, the race-ready Gurnade Veloster Concept, the Road Racer Elantra Concept, and the "Santa-Fast" SUV with 1,040 PS. To develop these impressive cars, Hyundai Motor America joined forces with Rockstar Performance Garage, Gurnade Inc., ARK Performance and Bisimoto. The 2016 SEMA show is world's premier automotive specialty products trade event taking place at the Las Vegas Convention Center from November 1 through 4.

Serious off-roading conveying the iconic Rockstar design attitude: The Rockstar Santa Fe Concept

The nitrous-powered Santa Fe capable of serious off-roading was developed by Hyundai Motor America and the Rockstar Performance Garage. Rockstar is world-renowned for the boundless energy it brings to any product concept or event, and the Rockstar Santa Fe Concept follows that reputation with a nitrous-powered, Hyundai-based 3.3L Lambda V6 engine driving all four wheels through any terrain via a raised Santa Fe off-roading setup.

Combined talents to develop the race-ready Gurnade Veloster Concept

Hyundai Motor America and Gurnade Inc. combined talents to develop the race-ready Gurnade Veloster Concept for the 2016 SEMA show. The Gurnade Veloster Concept takes the fundamentally aggressive stance of the Veloster and magnifies it further with integrated flares, front splitter, racing canards, 3-piece lightweight forged wheels and a custom rear spoiler.

The ARK Road Racer Elantra Concept: an aggressive yet fully integrated appearance

For the 2016 SEMA show Hyundai Motor America and ARK Performance have partnered once again to create the ARK Road Racer Elantra Concept. This ARK Elantra Concept takes the practical yet sporty lines of the Elantra sedan and infuses it with an alternate persona, with integrated flares, bulging forged racing wheels and custom new front and rear fascia designs for an aggressive yet fully integrated appearance.

“SANTA-FAST”: 1,040 PS rear-wheel drive Santa Fe

Another established partner of Hyundai Motor America is Bisimoto. This time they joined forces in developing a 1,040 PS, rear-drive “Santa-Fast”. Bisimoto is renowned for awe-inspiring street, show and race vehicles. With no fear of the unknown, Bisimoto is always on the cutting edge of automotive technology, and the Bisimoto “Santa Fast” Santa Fe is no exception, pumping out the power from a flex-fuel turbocharged, Hyundai-based 3.8L Lambda V6 powerplant making reliable power, positioned longitudinally and driving the rear wheels.

Further information including photos and key modifications is available at www.hyundai.news/eu.

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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/eu.

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