

# Interview

## **“I've been dreaming of designing cars since I was 5 years old”**

*Geoffrey Decembry (27), Exterior Designer at Hyundai Motor, belongs to the young team of designers responsible for the design of the New Generation i30. He grew up in Belgium and studied in Paris at the Strate School for Design. Previously part of the Design Team of the European Design Centre in Germany for three years, he now works for Hyundai Motor's Advanced Design Studio in Seoul.*

### **Geoffrey, tell us what led you to become a car designer.**

Since I was five I have dreamed of designing cars. At that age I began sketching designs and have never stopped since! Even today sketches play an important role in my creative process. And my dream came true when I was selected to create the specific character and design of the New Generation i30, my first production car. I feel very lucky that I had the opportunity very early in my career – this is very rare in the automotive industry.

### **Give us some insight into your creative process. How did you start designing the i30?**

When I start a new project, I focus on the design direction we defined for the car and I start drawing small pen sketches about 10 cm in size. For one or two weeks I sketch and sketch. That way, I get many different ideas and designs. Then I put them on a five meter wall and we choose the ones that have the most potential.

### **Can you explain the design concept for the New Generation i30?**

With the New Generation i30 we have sought to design a sophisticated, timeless car with a design that will endure for many years. At the same time, we wanted to show that the Hyundai brand is changing and is making premium design accessible to everyone – based on our Modern Premium brand positioning. The new i30 embodies this progressive spirit of our brand and is entirely designed in Europe. The design is showing a structured clarity with an authentic feel.

### **What are the highlights of the design?**

The sophisticated design is based on precise lines and conveys emotions by rich and distinctive surfaces. We set out to achieve premium proportions – a sleek, sporty silhouette, a long bonnet with an upright grille and the set-back A-pillar – without compromising either interior spaciousness or visibility. A key feature is the new Cascading grille that is more sculpted, sensual and clear and will be the signature look for the Hyundai family of cars. The side profile balances stable and dynamic lines. The main character line forms a beautiful wave running from the headlamp all the way to the rear lamp. The rear conveys a feeling of width and confidence, enhanced by the unique position of the fog lamps. This clean design represents our growing maturity and confidence – a design that is unmistakable on the road.

### **The New Generation i30 is the new people's car. How did you ensure that the design reflects this?**

Most importantly, the i30 Hatchback belongs to the new i30 family which will comprise distinctive versions in the future. Each was designed with its own character and its own personality to meet all possible requirements. In addition, the sleek and sporty silhouette does not compromise the interior spaciousness or visibility, but instead gives a premium feel. Therefore, yes, I strongly believe that we delivered a great C-segment car for everybody.

**Thank you for your time, Geoffrey.**

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

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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 2015 sold 4.96 million vehicles globally. With more than 110,000 employees worldwide, Hyundai Motor continues to enhance its product line-up with localized models and strives to strengthen its leadership in clean technology, starting with the world's first mass-produced hydrogen-powered vehicle, ix35 Fuel Cell and IONIQ, the world's first model with three electrified powertrains in a single body type.