

# Interview

## **“My inspiration was the wing of an aeroplane”**

*Michel Glenisson (33), Creative Interior Design Manager at Hyundai Motor, belongs to the young team of designers responsible for the design of the New Generation i30. He grew up and studied in Paris before moving to Germany in 2006 and has been working for the Hyundai Motor's European Design Center for nine years.*

### **Michel, please tell us how you became a car designer.**

For as long as I can remember I have been crazy about activities like drawing, sculpting and creating things. So after I finished high school, I started to study design in Paris. During that period I realized that cars were incredibly complex and challenging to draw, but that the effort involved was also extremely rewarding.

I mean, which other area of design gives you the opportunity to create an object of this size that will ultimately be produced in such huge numbers. I then specialized in interior car design, because I find it fascinating to bring together so many pieces in a single cohesive, practical and emotional "sculpture".

### **Can you explain the approach used for the interior design of the New Generation i30?**

We wanted to move away from the verticality that dominates the dashboard of the current i30 and to create a more horizontal layout for the new car. As form follows function, there were practical reasons for this. We wanted to further improve the i30's functionality, human interface and ergonomics. At the same time, our goal was to achieve a fresh, straightforward – yet iconic – look for the New Generation i30's interior.

### **In your view, what are the highlights of the new interior design?**

The dashboard is the focal point of the New Generation i30's interior. Therefore, we made it slightly negative on the top, creating a sleek body that emphasizes the width of the car. The instrument cluster and air vents are integrated seamlessly and the display unit floats proudly on top. These elements create a very spacious and sporty feel inside the New Generation i30 that is unique in this category.

### **What was your inspiration?**

My inspiration was the wing of an aeroplane. The whole dashboard looks like a plane if you look at it from the front. I think you can see this in the dynamism and lightweight feel that the top of it expresses with this long piece connecting the air vents and the instrument cluster.

### **The New Generation i30 is the new people's car. How did you make sure that the interior has the right appeal and ergonomics for everybody out there?**

For us it was very important that people who sit in the car for the first time feel immediately at home and can therefore handle all the features intuitively. So we spent a lot of time looking for the right place for each of the components – for the best possible ergonomics. That's why the display unit, for example, is positioned on the same level as the instrument cluster. All the air-conditioning controls are grouped in a separate unit underneath. The same applies to the door openers and window controls, which are also grouped. So yes, the New Generation i30 really is the new people's car, since we designed it to meet everyone's needs.

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

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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.