

News Release

Hyundai wins more praise for design excellence from prestigious Red Dot Award

- Hyundai Motor wins another international design award thanks to the company's global network of first-class designer teams
- After Hyundai's fuel cell electric vehicle NEXO and the sub-compact SUV Kona were awarded in 2018, new Palisade SUV wins prestigious Red Dot award
- The accolade marks the third consecutive year that Hyundai has been awarded in the Red Dot programme

Offenbach, March 26 2019 — Hyundai has won another category award for exceptional design at the prestigious Red Dot Award – this time for the all-new Hyundai Palisade seven-passenger SUV – reaffirming the company's strong global design expertise.

The annual accolade honours excellence in product and communication design from global submissions. It is bestowed by Design Zentrum Nordrhein Westfalen, a museum and training-communication centre in Germany, which has promoted industrial and commercial design since 1954.

"This award recognises the fantastic cooperation of Hyundai's talented designers around the world," said Luc Donckerwolke, Executive Vice President and Chief Design Officer of the Hyundai Motor Group. "Our cars are the result of an intercontinental collaboration between the diverse Hyundai Design centers throughout the world. This international network allows the tailoring of design to fit the needs of each specific market, rather than imposing the same design globally."

The Palisade – Hyundai Motor's latest premium SUV – topped the category for 'Product Design – Cars and Motorcycles', receiving recognition for its refined visual design breakthroughs, while featuring also state-of-the-art technology and safety features.

After Hyundai's fuel cell electric vehicle NEXO and sub-compact SUV Kona were awarded last year, another SUV wins the prestigious Red Dot Award. The new generation of Hyundai SUVs embodies the company's design direction – the Sensuous Sportiness concept – which harmonises the fundamental design elements of proportion, architecture, styling and technology, thereby creating synergy between aesthetics and performance.

Under the motto "in search of good design and innovation," the Red Dot Design Award annually honours industry-leading works and projects from designers, agencies and companies from around the globe. Drawing on a prominent jury of more than 20 international experts, the event is recognised worldwide as one of the most sought-after awards for design eminence.

The accolade marks the third consecutive year that Hyundai has come out on top at the Red Dot Design Award. The winning streak of Hyundai design comes amid the company's continuing pursuit of innovation and growing investments in design and engineering. Building on the latest achievements, Hyundai continues its quest to produce high-quality automobiles that are affordable and beloved by customers worldwide.

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About Hyundai Motor Europe HQ

Hyundai Motor Europe was formally established in 2000 with its main office in Offenbach, Germany. Hyundai currently sells cars in 41 European countries through 3,000 outlets and in 2018 achieved registrations of 543,292 vehicles in the region – an increase of 3.9 percent compared to 2017, a higher rate than the market average. 2018 was the fourth consecutive year with a record sales result. 75 percent 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 600,000 units. Hyundai is proud to offer the youngest product line-up in Europe: 90 per cent of the models are less than two years old. Hyundai 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 HQ and its products is available at www.hyundai.news.

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About Hyundai Motor

Established in 1967, Hyundai Motor Company is committed to becoming a lifetime partner in automobiles and beyond with its range of world-class vehicles and mobility services offered available in more than 200 countries. Employing more than 110,000 employees worldwide, Hyundai sold more than 4.5 million vehicles globally. Hyundai continues to enhance its product line-up with vehicles that are helping to build solutions for a more sustainable future, such as NEXO – the world's first dedicated hydrogen-powered SUV.

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