

News Release

Hyundai Motor Group Introduces Industry-First Smartphone Based EV Performance Control Technology

- The technology allows drivers to adjust seven major performance features through smartphones
- User custom settings could be shared online while customer information is protected by the blockchain technology
- The technology to be implemented on future Hyundai and Kia vehicles

Offenbach, April 19, 2019 – Hyundai Motor Group announced development of ‘smartphone-electric vehicle pairing based performance adjustment technology,’ which allows users to customize primary functions through a smartphone application – an industry-first innovation.

Drivers can use this technology to adjust seven performance features including the maximum torque output of the motor, ignition, acceleration and deceleration abilities, regenerative braking capacity, maximum speed limit, responsiveness, and energy use on climate control.

As electric vehicles continually expand their market share, especially in rental or car-sharing industries, the new technology will allow drivers to use their custom settings in whichever electric vehicle they drive by downloading their profile from the server.

The application provides optimized settings for a designated destination by analyzing the remaining distance and electric energy requirement. It can also accommodate sportier driving by recommending tailored performance settings.

Beyond the driver’s seat, users can share their customization settings online as well as try out other users’ custom settings. Customers can also apply recommended settings by Hyundai based on the condition of roads, from country roads to the city center or mountain ranges.

Hyundai Motor Group will utilize blockchain technology to prevent security issues while users upload and share their custom settings on the server.

In the process of uploading and sharing custom settings, the system encrypts major performance

parameters in a blockchain network by creating new data blocks and stores them in the distributed data storage system to block unauthorized manipulation.

Hyundai Motor Group's 'smartphone vehicle pairing-based performance adjustment technology' is possible due to electric vehicles' distinctive properties which set them apart from combustion engine vehicles.

Zero-emission vehicles offer unique freedom to modify the drive experience because altering performance doesn't change the carbon footprint. As such, electric vehicles provide drivers more leeway in applying such technology.

"As Hyundai Motor Group is planning to deploy 44 eco-friendly models by year 2025, including 23 electric vehicles, we see the potential of technologies and services inherent in non-combustion vehicles," said research fellow JeongSoo Eo from Hyundai Motor Group. "By developing paradigm-shifting mobility technology like this one, we will continue to strive to improve user experience for electric vehicles customized to individual preferences."

The technology is expected to be implemented in future Hyundai and Kia vehicles.

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About Hyundai Motor Europe HQ

In 2018, Hyundai Motor achieved registrations of 543,292 vehicles in Europe – an increase of 3.9 percent compared to 2017, growing stronger than the market. 2018 was the fourth consecutive year with a record sales result. Hyundai has the youngest line-up in Europe and 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 Motor sells cars in 41 European countries through close to 3,000 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.

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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 Motor 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.