

# News Release

## For Hyundai's designers, virtual reality plays a vital role to develop the company's latest cars

- Hyundai Design Center Europe (HDCE) uses the latest virtual technology when designing cars
- By implementing the latest innovations into its working process, Hyundai is more flexible in meeting its customers' demands
- Hyundai's Virtual Seat Buck demonstrates how the company embraces new technology in vehicle development

**Offenbach, 19 September 2019** – Over time, cars have become far more than just a means of transportation. They are increasingly becoming extensions of our living spaces, like a second home. At Hyundai Design Europe (HDCE), Hyundai's car designers are adapting to these changes by integrating virtual reality in the design process.

Traditionally, the process for designing cars involved several steps, including the construction of many physical clay models. A lot of time was required in order to adequately express different design ideas on these assets. Meanwhile, if a design was rejected along the way, the designers would have to start again from scratch. Therefore, a lot of work was undertaken in vain before the product came into being, and at great cost.

Now, thanks to virtual reality, HDCE can begin to understand, and even feel, both the exterior and interior of the product before it physically exists. The idea to create a Virtual Seat Buck has been in the planning for approximately ten years. Now the technology is so advanced, HDCE can build cars more efficiently and use it in the way that suits them best.

“Our Virtual Seat Buck is an example of how Hyundai is implementing the latest innovations into our working processes complementing the final clay modelling of the car,” says Thomas Bürkle, Chief Designer at Hyundai Design Center Europe. “VR will not only accelerate and facilitate our design process, but also enable us to better meet the demands of Hyundai customers.”

### Hyundai's Virtual Seat Buck

There are many benefits to the Virtual Seat Buck. Firstly, it allows for the fast visualisation of design

data, as well as colour and trim variants early during the design process. This data is then simultaneously shared with engineers even at an early stage, which allows for a constant dialogue between the two departments. The Virtual Seat Buck also allows for a quick comparison. As each step is saved in the cloud, it can be continuously reworked and be worked on by different departments globally

The virtual reality design process simplifies a Hyundai car designer's work by reducing the amount of time it takes to see their ideas realised in 3D. It provides scope for unlimited colour options and material applications, as well as allowing for the dynamic presentation of functionalities, such as moving parts.

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### **About Hyundai Motor Europe HQ**

Hyundai Motor Europe HQ 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](http://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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