

News Release

Hyundai's Prophecy concept EV: how the press reacted

- Hyundai Motor recently unveiled its new Prophecy concept EV, which expresses the company's 'Sensuous Sportiness' design philosophy
- "Hyundai is about to mop the floor with everyone": the world's media have praised the company's latest concept

Offenbach, 9 March 2020 – Hyundai Motor recently unveiled its latest concept EV, Prophecy. The company's visionary model has been warmly received by the international media.

Prophecy expresses Hyundai's design philosophy, 'Sensuous Sportiness', which expands on the era-defining example set by last year's concept EV, 45, that stripped away complexity in favour of clean lines and minimalistic structures. Expressing the idea of Optimistic Futurism, Prophecy intends to forge an emotional connection between humans and automobiles.

Hyundai's latest concept features an iconic silhouette of perfect proportions that have been inspired by an aerodynamic design. By leveraging the extended wheelbase and shorter overhang, the company's designers have achieved the Ultimate Automotive Form, thanks to a new EV architecture defined by pristine surfaces and pure volume in combination with aesthetic harmony and functionality.

"We are delighted that our future-oriented Prophecy concept EV has been so well received by the media," says Andreas-Christoph Hofmann, Vice Marketing and Product at Hyundai Motor Europe. "Prophecy is a new brand icon for Hyundai which sets new standards for what an electric vehicle can be, while demonstrating just what is possible for the design of future cars."

Here's what the press have to say about Prophecy:

Renowned automotive website [Jalopnik](#) believes Prophecy offers an exciting glimpse into the future of Hyundai's EVs, leading with the headline "Hyundai's EVs are going to look cool as hell". The site warns the company's competitors that this concept EV shows that "Hyundai is about to mop the floor with everyone".

“Pretty stunning isn’t it?” is how [Top Gear](#) describes Prophecy. The BBC institution claims that Hyundai “might have just stolen the ‘best-looking concept’ prize” from its automotive rivals, praising the design of the interior, particularly the use of tartan.

“Very spectacular” is [Auto Bild Spain](#)’s verdict of Prophecy, which highlighted the “extremely aerodynamic silhouette”. The Spanish publication remarked that Hyundai’s latest concept EV’s exterior design “undoubtedly attracts the most attention”.

The UK’s [Car Magazine](#) believes Prophecy offers an exciting indication of what Hyundai models could look like in coming years. In addition to offering warm words for the exterior design, the publication praised Hyundai’s designers’ future-oriented vision: “It’s bristling with fresh thinking, from the latest tech, ultra-compact lighting systems front and rear to new acrylic materials that allow bystanders to see the tech onboard at work”.

Germany’s [Auto Zeitung](#) was also impressed with Prophecy’s interior, saying: “If we take a look at the Hyundai Prophecy’s interior, the surprise effect is perfect: instead of a sports cockpit oriented to the driver, the doors give a view of a futuristic interior à la Star Trek with joysticks instead of a steering wheel”.

Meanwhile, France’s [The Good Life](#) describes Prophecy’s eco-friendly interior as “a very refined space, filled with beautiful objects”. The design publication was impressed with the tapestry of the carpet, inspired by Jeju Island in South Korea, as well as the use of tartan for the seats: “usually reserved for fashion and cozy blankets, it is an additional reminder of the house-car connection”.

Italy’s [Quattroruote](#) describes Prophecy as “a sporty sedan that traces the lines of the future”. The motoring journal was impressed with the designers’ use of joysticks rather than a steering wheel: “the driving position could not be more modern, given that the traditional controls have been removed, replaced by two joysticks with integrated buttons”.

Tech bible [CNet](#) was impressed with both Prophecy’s look and pixel lights, saying “every square inch of the car is curvy and sleek, with the light creating interesting shapes no matter where it lands on the car’s body”.

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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 2019 achieved registrations of 563,018 vehicles in the region – an increase of 3.8 percent compared to 2018, a higher rate than the market average. 2019 was the fifth 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. By end of 2020, Hyundai will offer one of the youngest product ranges with almost all models younger than 1 ½ years old. Also by then, over 75% of Hyundai's line-up in Europe will be available as an electrified version.

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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