

News Release

Hyundai Motor celebrates Earth Day with BTS in new global hydrogen campaign film

- New film premiered on YouTube at 06:00 (KST) on Earth Day
- Hyundai presents its vision for hydrogen energy and reaffirms commitment to sustainable future
- #DarkSelfieChallenge encourages Earth Day participation while staying at home

Seoul, April 22, 2020 – Hyundai Motor Company is commemorating Earth Day with a new film as part of its Global Hydrogen Campaign with the global K-pop group BTS.

The newly released film features spectacular sceneries with BTS members each highlighting a beautiful element of the great nature that we must treasure: ‘emerald ocean’, ‘pure-white’, ‘sky blue’, ‘sun-kissed’, ‘crystalline raindrops’, ‘starlit’, and ‘woody fresh’. Hyundai’s flagship fuel cell electric vehicle (FCEV) NEXO appears toward the end of the film, presenting the company’s vision for hydrogen energy as the positive energy for a better tomorrow.

The film reaffirms Hyundai’s ongoing commitment to a sustainable future while serving as a reminder to keep our planet clean and not take for granted the remarkable gifts of Mother Nature. The 60- and 120-second versions of the film premiered globally on the company’s official worldwide YouTube channel ([@HyundaiWorldwide](#)) at 06:00 (KST) on April 22 to coincide with Earth Day, and will air as TV commercials on major networks around the world over the next few weeks.

"We hope this film will inspire our customers and fans around the world to take care of our planet in commemoration of Earth Day," said Wonhong Cho, Executive Vice President and Chief Marketing Officer of Hyundai Motor. "We will continue to utilize our Global Hydrogen Campaign with BTS as a platform to raise awareness of the environmental challenges of our time and to champion hydrogen for a more sustainable future."

BTS has been promoting sustainable mobility as the Global Brand Ambassador for Hyundai Motor under the slogan #BecauseofYou, and has helped the brand communicate its sustainable messages with millennials. Earlier this year, the world-renowned group starred in another film presenting

Hyundai's clean mobility vision, which was screened on a digital billboard at Times Square in New York City. The seven members of the group also arrived at the 62nd Grammy Awards riding in the ultimate zero-emission vehicle, the NEXO.

Another leg of the Global Hydrogen Campaign is the #DarkSelfieChallenge, which was launched on April 13 ahead of Earth Day. The online event is an easy way for people to take part in Earth Day while staying at home by switching off their lights and taking a selfie in the dark with only the flashlight. Participants are encouraged to share their photos on social media with the hashtags #DarkSelfieChallenge and #EarthDay until May 4. BTS members are also joining the challenge as a demonstration of their commitment to the environment.

Earth Day is observed on April 22 every year with various events taking place around the world in support of the environment, including dimming lights in major cities. In 2019, Hyundai Motor worked with the Seoul Metropolitan Government and used five NEXO vehicles to generate power to light up the façade of the Seoul Metropolitan Library during the city's lights off event.

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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.

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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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