

News Release

Hyundai Motor extends partnership with Van Gogh Museum in Amsterdam

- Hyundai Motor has extended its partnership with the Van Gogh Museum in Amsterdam until at least 2022
- This collaboration supports projects such as Hyundai Mobility Day and Van Gogh on the Road
- Hyundai engages in collaborations with major museums such as this as a way to unite design and art

Amsterdam, 24 April 2020 – Hyundai Motor has extended its partnership with the Van Gogh Museum for at least two years. This collaboration will enable the organisation of a Hyundai Mobility Day, focused on making the museum more accessible, as well as support the continuation of the project *Van Gogh on the Road*.

Hyundai became a partner of the Van Gogh Museum in 2016, and has now committed to continue its partnership until at least 2022. The partnership with the Van Gogh Museum dovetails with Hyundai's vision of collaborating with leading international museums in order to unite design and art. Hyundai has already entered into partnerships with the Tate Modern in London, the Los Angeles County Museum of Art (LACMA) and the National Museum of Modern and Contemporary Art in Seoul, Korea.

A shared passion for Vincent van Gogh formed a strong foundation for Hyundai's partnership with the Van Gogh Museum. The company also recognises the vital importance of sustainability, as does the Van Gogh Museum. The partnership will allow Hyundai to introduce the Hyundai IONIQ to a broad audience in the Netherlands and beyond. In return, Hyundai's sponsorship will contribute to the museum's core activities.

"We are delighted and honoured that Hyundai has agreed to extend its involvement with our museum, especially now," said Emilie Gordenker and Adriaan Dönszelmann, Directors of the Van Gogh Museum. "Art and culture offer comfort and inspiration, also in these challenging times. The

partnership builds on our shared passion for the work and life of Vincent van Gogh, and Hyundai's contribution will enable us to make our museum more accessible. For everyone currently using digital means to get to know Van Gogh better, and for the visitors to Museumplein in Amsterdam, who we hope to welcome back soon."

Hyundai Motor and Van Gogh Museum to collaborate on Hyundai Mobility Day

The Van Gogh Museum will collaborate with Hyundai to organise the Hyundai Mobility Day on 26 October later this year, if the situation permits it. This special day will be focused on accessibility, a core value of both organisations. The museum will work together with Hyundai to develop educational activities for various target groups centred on this theme. In addition to these activities, Hyundai's support will facilitate the Korean translation of the multimedia guide and the museum guide.

Van Gogh on the Road to be continued with latest IONIQ Electric and KONA Electric models

Hyundai has previously made various models of its EVs Hyundai IONIQ and KONA Electric available to the Van Gogh Museum. These cars were 'wrapped' in Vincent van Gogh's iconic masterpieces, and one of the cars followed in Van Gogh's footsteps as it travelled – fully electrically – to Paris as part of the project [Van Gogh on the Road](#). Now that the partnership is being extended, Hyundai is once again making two models available to the museum: the latest, fully electric IONIQ Electric and KONA Electric, wrapped in Van Gogh's iconic works "Almond Blossom" and "Sunflowers."

About the Van Gogh Museum

With more than 200 paintings, nearly 500 drawings and nearly all of his letters, the Van Gogh Museum in Amsterdam is home to the world's largest collection of works by Vincent van Gogh. The permanent collection transports visitors on a journey through the life and work of Van Gogh and his contemporaries. Every year, the museum welcomes more than 2.1 million visitors from all around the world and reaches millions more followers through [Facebook](#), [Twitter](#), [Instagram](#), [YouTube](#) and [LinkedIn](#). The Van Gogh Museum is the world's most socially engaging museum.

- End -

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.

Follow Hyundai Motor Europe HQ on Twitter [@HyundaiEurope](https://twitter.com/HyundaiEurope) and Instagram [@hyundainews](https://www.instagram.com/hyundainews)

Contact

Florian Buengener

Deputy General Manager Corporate & Brand PR

fbuengener@hyundai-europe.com

+49(0)69 271472 – 465

Beatrice Luini

Corporate & Brand PR Specialist

bluini@hyundai-europe.com

+49(0)69 271472 - 466

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.

Disclaimer: Hyundai Motor Company believes the information contained herein to be accurate at the time of release. However, the company may upload new or updated information if required and assumes that it is not liable for the accuracy of any information interpreted and used by the reader.