

# News Release

## Hyundai Motorsport reveals the Veloster N ETCR at IAA 2019

- Hyundai Motorsport has today unveiled its first electric race car at the International Motor Show (IAA) media day in Frankfurt, Germany
- The Veloster N ETCR, designed and built at the company's Alzenau headquarters, is fitted with a mid-mounted motor and is eligible to compete in the new ETCR series
- The project marks an exciting new era for Hyundai Motorsport in which electric racing is set to become one of the pillars of the company.

**High Wycombe, September 10, 2019** – Hyundai Motorsport has today revealed the Veloster N ETCR, its first-ever electric race car, at the International Motor Show (IAA) media day in Frankfurt.

Based on the road-going Veloster N model, the new car is designed specifically for the new ETCR championship, which will make its debut in 2020. The Veloster N ETCR heralds an exciting new era for Hyundai Motorsport, which will see electric racing become one of the pillars of the company.

The vehicle capitalises on Hyundai Motorsport's expertise in touring car racing and follows the success of the competitive i30 N TCR and Veloster N TCR packages. Development of the ETCR project mirrors Hyundai's wider strategy for development of electric road cars, and further underscores Hyundai Motorsport's high-performance capabilities.

Designed and built at the company's Alzenau headquarters, the Veloster N ETCR is fully electric, rear-wheel-drive with a mid-mounted motor – two firsts for a Hyundai Motorsport project - in line with ETCR regulations.

Design work began in November 2018, with the first shakedown of the prototype completed in August 2019. A full testing program will commence later this month, supported by Hyundai Motorsport's trained and experienced engineers, with two Veloster N ETCR cars to be produced for the first ETCR season.

The project will be integrated alongside the company's continued commitments as a manufacturer within the FIA World Rally Championship (WRC), as well as its Customer Racing efforts with the i20 R5, i30 N TCR and Veloster N TCR. As part of Hyundai Motorsport's role as a development centre for high-performance cars, all learnings from the Veloster N ETCR will be shared with Hyundai's global R&D facility in Namyang, South Korea.

Head of Product Division, Executive Vice President of Hyundai Motor Group Thomas Schemera said: *"Today, we have experienced another special milestone in the history of Hyundai Motorsport. We are proud to reveal the Hyundai Veloster N ETCR, our first electric race car, designed specifically for ETCR regulations. We have been anticipating this moment for some time and we are thrilled to open this exciting new chapter for our company. Through our successful Customer Racing division, we have spent many years honing our skills in touring car racing, which has resulted in two packages capable of competing for championships around the world. ETCR is the natural next step in our journey, and one that aligns perfectly to Hyundai's global strategy for electric vehicle production. We have a detailed test program for the Veloster N ETCR, supported by the fully trained and experienced team of engineers at Hyundai Motorsport; we can't wait to see the car in action for the first time. The Veloster N ETCR will make an ideal addition to our ongoing commitment to WRC and to Customer Racing through the i20 R5, i30 N TCR and Veloster N TCR."*

-Ends-

#### **About Hyundai Motorsport GmbH**

Established on 19 December 2012, Hyundai Motorsport GmbH is responsible for Hyundai's global motorsport activities, including the FIA World Rally Championship (WRC) and Customer Racing projects. In WRC, Hyundai Motorsport quickly established a strong reputation taking victory in its debut season in 2014. The team amassed ten wins up to the end of the 2018 season and finished as runners-up in the manufacturers' championship on three consecutive occasions. Since the establishment of its Customer Racing activities in September 2015, Hyundai Motorsport has become a trusted partner for teams and drivers looking for success on the rally stages or on racetracks around the world. From its competitive i20 R5 rally car to the competitive i30 N TCR, Hyundai Motorsport-built cars have claimed victory in several championships, including national rally series in France and Spain, as well as the teams' and drivers' titles in the inaugural FIA World Touring Car Cup (WTCR) season. Unified under Hyundai Motorsport, WRC and Customer Racing are together playing instrumental roles in driving Hyundai's global high-performance N brand and are supporting an important perception shift for the Hyundai brand around the world.

Further information about Hyundai Motorsport is available at: <http://motorsport.hyundai.com>

#### **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.

More information about Hyundai Motor and its products can be found at:  
<http://worldwide.hyundai.com> or <http://globalpr.hyundai.com/>

To download high-resolution photos for editorial use, full drivers' profiles, as well as other useful press information about the team please refer to:

<http://press.motorsport.hyundai.com/home>

#### **About Hyundai Motor UK**

Hyundai has sold vehicles in the UK since 1982. In 2005, Hyundai opened its own UK subsidiary, Hyundai Motor UK Ltd, based in High Wycombe. Since 2008, the company has risen from 23rd to one of the top 10 car manufacturers in the UK and last year sold 90,000 vehicles with a 3.8% market share. Hyundai Motor UK employs more than 3,000 people through its UK operations and dealer network. Hyundai offers consumers a range of technically advanced vehicles from the electrified IONIQ range, the 279 mile range KONA Electric and the hydrogen fuel cell NEXO, as well as award winning vehicles such as the i10 city car, the high performance N range and the trusted and capable SUV ranges of KONA, Tucson and Santa Fe. All passenger cars come with Hyundai's industry-leading 5 Year Unlimited Mileage Warranty package. Further information about Hyundai and its products is available at [www.hyundai.co.uk](http://www.hyundai.co.uk).

Follow us on Twitter @Hyundai\_UK\_PR

For more information, please contact:

##### **Natasha Waddington**

Head of PR  
01494 428646  
07771 975692  
[natasha.waddington@hyundai.co.uk](mailto:natasha.waddington@hyundai.co.uk)

##### **Robin Hayles**

Product PR Manager  
01494 428655  
07836 579628  
[robin.hayles@hyundai.co.uk](mailto:robin.hayles@hyundai.co.uk)

##### **Nasrin Munro**

PR Executive  
01494 428617  
07736 616612  
[nasrin.munro@hyundai.co.uk](mailto:nasrin.munro@hyundai.co.uk)

##### **Laura King**

Senior Manager, Brand PR  
01494 428685  
07817 264224  
[laura.king@hyundai.co.uk](mailto:laura.king@hyundai.co.uk)

##### **Yasmin Fletcher**

Press Officer  
01494 428721  
07860 188073  
[yasmin.fletcher@hyundai.co.uk](mailto:yasmin.fletcher@hyundai.co.uk)