

# News Release

## New episode of Are We There Yet? podcast: How CRADLE is shaping the future

- Hyundai Motor has released the seventh episode of its podcast, *Are We There Yet?*
- This episode features guest Edvin Eriksen, Head of Hyundai CRADLE Berlin
- CRADLE, which stands for Centre for Robotic-Augmented Design in Living Experiences, is Hyundai's corporate venturing and innovation hub
- Eriksen talks to host Suzi Perry about Hyundai's commitment to innovation that creates a safer, healthier, and more accessible world
- Listen and subscribe to the podcast [here](#)

**Offenbach, XX May 2021** – Hyundai Motor has released the seventh episode of its bi-weekly podcast, *Are We There Yet?*. In “How CRADLE is shaping the future”, host Suzi Perry invites [Edvin Eriksen](#), Head of Hyundai CRADLE Berlin, to talk about Hyundai CRADLE and its vision for mobility and technology in the future.

Hyundai CRADLE (Centre for Robotic-Augmented Design in Living Experiences) is Hyundai Motor Company's corporate venturing and open innovation business. It focuses on seed-to-growth investments in numerous fields, including artificial intelligence, robotics, mobility-as-a-service (MaaS), smart energy solutions, and smart cities. CRADLE has hubs in five major cities worldwide: Silicon Valley, Tel Aviv, Berlin, Seoul, and Beijing.

In the seventh episode, Eriksen shares CRADLE's mission to achieve a smarter, more sustainable, and better-connected world. He explains why CRADLE offices are spread across innovation hubs around the world and opens up about the challenge of finding the right partners who can think big while still being able to scale ideas realistically.

Eriksen reflects on how Hyundai has grown as a company over the last five years.

“Hyundai has proven over the last years how seriously they are trying to become a very innovative company – not only on the technology side but also on creating new businesses and new areas they would like to be present in,” says Edvin Eriksen, Head of Hyundai CRADLE Berlin. “This company is really preparing for the future. I see Hyundai becoming very innovative and very eager

to test new things and try out new things.”

Eriksen also explains how modern technological development takes a customer-centric approach, which industries can benefit from hydrogen fuel cell technology, and what role robotics will play not just for companies, but for the average person as well. He also touches on the company's [recent acquisition](#) of leading robotics firm Boston Dynamics.

Subscribe to Hyundai's podcast, *Are We There Yet?*, and listen to Episode Seven now to learn more about CRADLE and how Hyundai is shaping future technologies.

The seventh episode of *Are We There Yet?* is now live and available to listeners on [Spotify](#), [Apple](#), [Google](#), [Podcasts](#), [Stitcher](#), [Acast](#) and other podcast streaming platforms. It is produced by Fresh Air Production.

### **About Edvin Eriksen**

Edvin brings a proven track record in initiating, leading, and executing business and R&D collaborations in Europe and the US into his role as the Head of Hyundai CRADLE Berlin. Before joining the CRADLE family, he headed Automotive Partnerships & Investments at LG Electronics in Silicon Valley, where he initiated and led multiple successful collaboration projects as a Tier1 together with innovative start-ups, leading universities, Automotive OEMs, and mobility players. Before joining LG Electronics in the US, Edvin worked over 10 years in Europe executing Open Innovation projects in multiple industry segments like Mobile Communication, Batteries for Electric Vehicles and Automotive R&D. Born and raised in Luxembourg, Edvin graduated both in Industrial Engineering at the Institut Supérieur de Technologie in Luxembourg-City and Electrical Engineering at the Karlsruhe Institute of Technology in Karlsruhe, Germany.

- End -

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

Hyundai Motor Europe HQ was formally established in 2000 with its main office in Offenbach, Germany. It is the regional headquarter responsible for over 40 markets with more than 3,000 outlets, taking a 3.6 per cent market share in 2020 (ACEA data). 75 per cent 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 primarily serving Europe: in the Czech Republic and Turkey.

As of January 2021, Hyundai has one of the youngest product ranges of any manufacturer, with almost all models younger than 1 ½ years old. More than 75 per cent of Hyundai's line-up in Europe is now available as an electrified version, and the company plans to electrify its entire European line-up by 2025. Furthermore, Hyundai is a pioneer in zero-emission mobility, including its fully-electric subcompact SUV KONA Electric, its second-generation fuel cell electric vehicle NEXO, and the recently-launched battery-electric IONIQ 5, the first

model in its new IONIQ line-up brand. In 2020, more than 13 per cent of Hyundai cars sold in Europe, or nearly 60,000 units, were zero-emission vehicles, making Hyundai one of the leading manufacturers in terms of fleet share as well as total sales of zero-emission vehicles in Europe.

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).

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

#### **Contact**

##### **Florian Buengener**

Corporate & Brand PR Deputy General Manager

[fbuengener@hyundai-europe.com](mailto:fbuengener@hyundai-europe.com)

+49(0)69 271472 – 465

##### **Lina Dujic**

Corporate & Brand Communications Expert

[ldujic@hyundai-europe.com](mailto:ldujic@hyundai-europe.com)

+49(0)175 569 0857

#### **About Hyundai Motor Company**

Established in 1967, Hyundai Motor Company is present in over 200 countries with more than 120,000 employees dedicated to tackling real-world mobility challenges around the globe.

Based on the brand vision 'Progress for Humanity,' Hyundai Motor is accelerating its transformation into a Smart Mobility Solution Provider.

The company invests in advanced technologies such as robotics and Urban Air Mobility (UAM) to bring about revolutionary mobility solutions, while pursuing open innovation to introduce future mobility services.

In pursuit of sustainable future for the world, Hyundai will continue its efforts to introduce zero emission vehicles equipped with industry-leading hydrogen fuel cell and EV technologies.

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.