

News Release

New episode of Are We There Yet? podcast: how IONIQ 5 marks a new era for Hyundai

- Hyundai Motor released a new episode of its podcast, *Are We There Yet?*
- Episode 11 features Raf Van Nuffel, Product & Pricing Director at Hyundai Motor Europe; Yasin Savci, Senior Designer at Hyundai Motor Europe; and Thomas Bürkle, Chief Designer at Hyundai Motor Europe
- The three guests join host Suzi Perry to talk about how Hyundai developed IONIQ 5
- Listen and subscribe to the podcast [here](#)

Offenbach, 30 July 2021 – Hyundai Motor has released the eleventh episode of its bi-weekly podcast, *Are We There Yet?*. In “How IONIQ 5 marks a new era for Hyundai”, host and motorsport and technology presenter Suzi Perry meets with various speakers at the IONIQ 5 Driving Experience: Raf Van Nuffel, Product & Pricing Director at Hyundai Motor Europe, Yasin Savci, Senior Designer at Hyundai Motor Europe, and Thomas Bürkle, Chief Designer at Hyundai Motor Europe. The speakers chat with Perry about IONIQ 5’s electrified features, sustainable materials, and futuristic design.

The IONIQ 5 Driving Experience included a press conference, a product workshop, a sustainability workshop and test drives of Hyundai’s latest all-electric model. The media event took place in Valencia, Spain between 28 June and 2 July.

In the eleventh episode, Van Nuffel highlights the unique customer benefits of IONIQ 5 – many of which stem from Hyundai’s Electric-Global Modular Platform (E-GMP). The EV-exclusive platform enables an impressive 481-kilometre range, class-leading 800V battery technology for ultra-fast charging, and innovative Vehicle-to-Load (V2L) technology.

To demonstrate V2L two-way charging capabilities live, a juice machine was plugged into an IONIQ 5 to provide fresh Valencian orange juice.

“The whole process was quite different from what we’ve done before. From the beginning, it was clear we wanted to do something very customer-centric and not just benchmarking competitors,” says Raf Van Nuffel, Product & Pricing Director at Hyundai Motor Europe. “We really started from what the customer is looking for. And based on that, we started building this vehicle, and that meant

we spend a lot of attention to the interior space, the roominess, but also the comfort and the whole mood onboard the vehicle, as well as the driving and the charging experience. So, everything around the car is really based on customer-centricity.”

After sharing his first impressions of IONIQ 5 and talking about his passion for sustainability, Yasin Savci notes that the interior of the BEV is upholstered with sustainable materials. From fabrics that contain biomaterial to recycled plastic, IONIQ 5 is a vision of the future. He also mentions that the IONIQ 5 models have floor mats made of ECONYL® regenerated nylon, a highly robust material made entirely from waste such as nylon fishing nets. As explained in [episode 8](#), the ghost nets are collected by Healthy Seas’ partner organisation Ghost Diving and, together with other nylon waste, regenerated by Aquafil.

“When you open [IONIQ 5], it is not this classical way of luxury design appearance with big glossy surfaces and chrome finishes. We wanted to tell a new story and underline the well-being character of this car – this new kind of balancing of our urban and high-speed life,” says Yasin Savci, Senior Designer at Hyundai Motor Europe. “We also wanted to express the new sustainability in the car. We have put it on many surfaces, on many materials, and we wanted to make sure that this is visible and gives a new way of design styling. We call this: nature-inspired imperfection.”

Thomas Bürkle talks about IONIQ 5 from a design perspective. Due to Hyundai’s major steps in electromobility, the company has taken the opportunity to mark this era with a completely new design. He describes how the three-metre wheelbase, thanks to the E-GMP, gives the BEV a unique silhouette and bold appearance. And to balance out an overstimulating world, IONIQ 5 boasts a pure and clean design.

“The interior was a big challenge but also a big opportunity because we have this completely flat floor, which gives us the opportunity to create more legroom and more space inside the car,” says Thomas Bürkle, Chief Designer at Hyundai Motor Europe. “We thought: What is the charm of electric driving? [It’s] the quietness of the car. So, you could almost say it’s a living room atmosphere. We call it: Smart Living Space. And this feeling of well-being – in a comfort zone – like sitting in a lounge – this is all due to the E-GMP platform.”

Subscribe to Hyundai’s podcast, *Are We There Yet?*, and listen to episode eleven now to hear what the experts have to say about IONIQ 5.

The eleventh 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 Raf Van Nuffel

Raf Van Nuffel is Product & Pricing Director at Hyundai Motor Europe. He has been at Hyundai Motor for more than a decade, starting in 2010. Before joining, he worked for seven years at another automobile manufacture.

About Yasin Savci

Yasin Savci is a Senior Designer at Hyundai Motor Europe. Before joining Hyundai Motor back in October 2019, he worked at another automaker for eight years. Savci has a background in industrial and product design.

About Thomas Bürkle

Thomas Bürkle is Chief Designer at Hyundai Motor Europe. He currently leads the Hyundai Motor European Design Center in Germany. Before joining Hyundai Motor back in 2005, Bürkle was employed as a designer at a German automobile manufacturer.

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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. 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.

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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.