



HYUNDAI

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Hyundai reveals SUV concept car ahead of Geneva Motor Show première

- *Computer rendering reveals dynamic styling for compact SUV*
- *Three-door i20 to debut at Geneva Show*
- *First application of stop-start technology to be shown on i30 blue*

Offenbach, February 09th 2009

Hyundai Motor Company will unveil an all-new concept car at this year's *Salon International de L'Automobile* in Geneva on March 3rd, and the first image of the vehicle has just been released. This innovative concept portrays a dramatic new look for compact SUVs and was styled at the company's European Design headquarters in Rüsselsheim, Germany.

The world première of this new concept – codenamed **HED-6** – will take centre stage on the Hyundai stand, with two other vehicles completing a hat-trick of debuts for the company. The three-door version of new B-segment challenger the **i20** will be shown for the first time on stage, further enhancing the Hyundai small-car offering, while the **i30 blue** will showcase the first application of stop-start technology on a Hyundai production car, contributing to a significant cut in both fuel consumption and CO₂ emissions.

HED-6 concept car

Hyundai's European design team has hailed HED-6 as an 'urban nomad, a car of contrast for a world of contrast', citing cultural influences from major cities like Berlin, Paris and London as key to its creation.

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HED-6 combines muscular design and everyday utility to fit comfortably in an urban or out-of-town environment. The dramatic exterior design is enhanced by the hexagonal grille, angular style lines and piercing back-swept front headlamps, with the bold look completed by 21-inch, mirror-polished alloy wheels. The three-dimensional, sculpted shape of the rear window is achieved using “Lexan” high-performance plastics instead of regular glass. To emphasize the dynamic flowing lines, the designers have developed a special ‘Ice Blue’ exterior paint, with an advanced pigment effect for a brilliant shine.

Equipped with LED daytime running lights and powered by a 175 HP, 1.6-litre GDI turbocharged engine, HED-6 gives an indication of the next generation of Hyundai SUVs.

Allan Rushforth, Vice President at Hyundai Motor Europe said, “The HED-6 brings an entirely new look to Hyundai’s SUV line-up. It fuses a robust exterior with a fresh and elegant interior, making for an eye-catching package, while its latest-generation power train highlights Hyundai’s clean-technology expertise.”

i30 blue

Hyundai decided on a global basis to label all low emission vehicles to be launched, starting with i30, under the sub-brand “blue”. The i30 produced in Nosovice, Czech Republic, will be the first mass production vehicle to wear the blue label as i30 blue.

Demonstrating the company’s commitment to lowering vehicle CO₂ emissions and reducing costs for consumers, Hyundai brings ISG (Idle Stop and Go) technology to a production car for the first time.

Ideal for city driving, the i30 blue will automatically switch the car’s engine off when stationary.

The ISG system uses an advanced starter motor connected to the ECU, which monitors the car’s status at all times. Remarkably, this technology applied to Hyundai’s 1.6-litre petrol engine reduces fuel consumption by 7% on the official combined cycle, while achieving a lower CO₂ rating of 142g/km, compared to 152g/km on the regular i30 1.6.

Available in showrooms by mid-year, the i30 blue will come in both five-door hatchback and CW estate body styles and a choice of 1.4-litre and 1.6-litre petrol engines. Following in the footsteps of i30, other models in the Hyundai new-car range will progressively be offered with ISG technology.

i20 three-door

Set to play an important role in developing Hyundai's brand and sales success in Europe, the chic and versatile i20 three-door will go on sale in the second quarter of 2009. Adding a lower entry-level price to the i20 line-up, the youthful and sporty three-door variant will boost Hyundai's offering in the largest growing segment in Europe.

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Established in 1967, **Hyundai Motor Co.** has grown into the Hyundai-Kia Automotive Group which was ranked as the world's fifth largest automaker since 2007 and includes over two dozen auto-related subsidiaries and affiliates. Employing over 75,000 people worldwide, Hyundai Motor sold approximately 2.8 million vehicles globally in 2008, posting sales of US\$25.6 billion on a non-consolidated basis (using the average currency exchange of 1257.5 won per US dollar). Hyundai vehicles are sold in 193 countries through some 6,000 dealerships and showrooms. Further information about Hyundai Motor and its products is available at www.hyundai-motor.com