

Hyundai Motor Unveils a Preview of Its China-Exclusive Model “Mistra” at 2013 Auto Shanghai

- *The Mistra concept, a preview of Hyundai’s latest China-exclusive model, makes its world debut at the motor show*
- *Hyundai to accelerate efforts in becoming a leading brand in China*

April 20, 2013 – Hyundai Motor Company unveiled a new concept vehicle at the 2013 Shanghai International Automobile Industry Exhibition. The new model, a preview of Hyundai’s upcoming China-exclusive mid-sized family sedan, will strengthen Hyundai’s efforts to establish itself as a leading brand in the world’s largest auto market.

Hyundai unveiled the Mistra concept at the Shanghai New International Expo Center today. The debut comes ahead of the company’s launch later this year of Mistra (Mingtu, or 名图 in Chinese), the production-version of the concept. Hyundai also introduced its Grand Santa Fe premium SUV to the Chinese market today.

The Mistra, which is positioned between the Sonata and Elantra, fully reflected Chinese customers’ needs and preferences during the development process, and is expected to boost Hyundai’s presence in China’s mid-sized segment.

Despite its relatively late entry into the Chinese market in 2002 with the establishment of Beijing Hyundai Motor Co. (BHMC), a 50-50 joint venture between Hyundai Motor and Beijing Automotive Industry Holding Co., Hyundai has been growing rapidly for the past ten years to become one of the country’s mainstream brands, inspiring media to coin the term ‘Hyundai Speed.’ Facing the decade ahead, Hyundai aims to accelerate its brand management for the next ten years.

“Hyundai has achieved remarkable growth in the past decade, in line with the Chinese auto market’s rapid growth,” said Sung Kee Choi, President of BHMC, during a speech. “The Mistra and Grand Santa Fe will lead us towards another successful era. We will prepare against fiercer competition in the Chinese market through our strategy of ‘brand innovation based on quality.’”

Besides the two new cars, Hyundai reinforced its modern and sophisticated image by displaying its eco-friendly models such as the ix35 Fuel Cell, and Sonata Hybrid, as well as its in-vehicle IT service, Blue Link, to promote its advanced technologies. Within its premium zone, located at the center of the booth, Hyundai's high-end models such as the face-lifted Equus Limousine and HCD-14 Genesis concept were exhibited. The face-lifted Equus will go on sale in China in the first half of this year.

[Mistra concept]

The Mistra concept, a joint project between Hyundai Motor Group's R&D Center and the Beijing Hyundai Technical Center, offers significant insight into the styling of the production version, which is scheduled to go on sale later this year.

The mid-sized sedan concept has an overall length of 4,710 mm, overall width of 1,820 mm and overall height of 1,470 mm, as well as a 2,770 mm-long wheelbase. It also has 19-inch aluminum alloy wheels.

The concept of its exterior design is 'Grand,' which consists of three sub-concepts: Modern Simplicity, Understated Sportiness and Smart Luxury. Reflecting local customers' preferences, an enchanting and elegant jade green body color, called 'Frost Jade,' was applied.

A wide radiator grille gives a bold first impression, while unique fog lamps and a wide intake hole contribute to a stable image. The harmony among the long hood, sleek daylight opening side window and sloping side character lines complete an understated sporty profile. The voluminous rear bumper, with its two-tone color, adds a sporty image, while the futuristic full-LED rear combination lamps give it a sophisticated look.

The source of inspiration for the name of this new upcoming strategic model, Mistra, is the beautiful city in the Laconia region of southern Greece where the ruins of the Byzantine Empire is located. Mistra signifies beauty, nobility and mystery. Its Chinese name, Mingtu, signifies integrity and quality, in hopes of presenting customers with a blueprint for a bright and successful future.

The Mistra was designed to meet the diverse needs of the mainstream urban population, providing them with even more comprehensive and diverse choices. Its main target customers are young parents in their 20s and 30s.

[Grand Santa Fe]

The Grand Santa Fe, a long-wheelbase, three-row version of Hyundai's premium SUV, Santa Fe, also made its Chinese debut today. Building on the momentum created by the third-generation Santa Fe, which has been posting strong sales in China since its launch in January this year, the Grand Santa Fe will further enhance Hyundai's market share in the growing premium SUV segment. The Grand Santa Fe will begin sales in China in the first half of this year.

Based on the design concept of Storm Edge, which is part of Hyundai's Fluidic Sculpture design philosophy, the side and rear views have been redesigned with a wider quarter glass for more openness. The wider rear view offers stability and poise. It has an overall length of 4,915mm, overall width of 1,885mm, overall height of 1,690mm, and a 2,800mm wheelbase.

The Grand Santa Fe comes with three types of engines. The LambdaII 3.3 GDI and 3.0 GDI engines deliver maximum output of 286ps and 264ps, and maximum torque of 34.4kg.m and 31.2kg.m, respectively. Hyundai also offers 2.2 diesel R engine, delivering maximum output of 197ps, and maximum torque of 44.5kg.m.

The Grand Santa Fe is 225 mm longer than the Santa Fe, giving passengers in the second and third rows more space. The luggage capacity is also increased to 630ℓ, an optimal size for family trips. The independent second row seats offer more comfort, while at the same time providing easier access to third row seats.

About Hyundai Motor

Established in 1967, Hyundai Motor Co. has grown into the Hyundai Motor Group, with more than two dozen auto-related subsidiaries and affiliates. Hyundai Motor - which has seven manufacturing bases outside of South Korea including Brazil, China, the Czech Republic, India, Russia, Turkey and the U.S. - sold 4.4 million vehicles globally in 2012. Hyundai Motor, which employs over 90,000 worldwide, offers a full line-up of products including small to large passenger vehicles, SUVs and commercial vehicles.

Further information about Hyundai Motor and its products is available at <http://worldwide.hyundai.com> and www.hyundaiglobalnews.com .

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