Sleek All-New Elantra Reveals its Dynamic Impression

* Style of All-new Elantra places Hyundai Motor compact sedan in a class of its own
* Appealing active character lines and creatively designed wheel arches

August 19, 2015 – Hyundai Motor is excited to provide customers a glimpse of the forthcoming All-new Elantra’s modern looks and unique design ahead of the car’s launch just around the corner. The new model’s dynamic and sleek style received the approval of a recent consumer study, where the Elantra’s striking appearance saw it ranked ahead of key rivals.

Designers of the All-new Elantra identified a series of innovative design aspects that give the car an unrivalled status and unique presence. Clever use of active character lines evoke a dynamic, stylish and confident appearance, building on the global popularity of the model.

Peter Schreyer, President and Chief Design Officer at Hyundai Motor Company said: “The All-new Elantra captures the car’s unique design characteristics that really place this model in a class of its own. The subtle and innovative appearance enhancements reflect Hyundai Motor’s vision for design. Furthermore, this car indicates a move from traditional to modern styling by communicating the new model’s comfort, fashion and sporty feel.”

In the newly release exterior rendering, the car’s innovative design points become clear. Noticeably, the large hexagonal grille is paired with slim and sporty headlights for a feeling of energy, while clean and refined surfaces build on the active stance of the All-new Elantra. Additionally, wheel arches with a goal of expressing the car’s dynamic road presence, helps to set the new model apart from other compact sedans.

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About Hyundai Motor

Established in 1967, Hyundai Motor Company is committed to becoming a lifetime partner in automobiles and beyond. The company, which leads the Hyundai Motor Group, an innovative business structure capable of circulating resources from molten iron to finished cars, offers top-quality best-sellers such as Elantra, Sonata and Genesis. Hyundai Motor has eight manufacturing bases and seven design & technical centers worldwide and in 2014, sold 4.96 million vehicles globally. With almost 100,000 employees worldwide, Hyundai Motor continues to enhance its product line-up with localized models and strives to strengthen its leadership in clean technology, starting with the world’s first mass-produced hydrogen-powered vehicle, ix35 Fuel Cell.

More information about Hyundai Motor and its products can be found at:

http://worldwide.hyundai.com or http://www.hyundaiglobalnews.com

Contact

Global PR Team

Globalpr@hyundai.com

www.hyundaiglobalnews.com

+82 (0)2 3464 2152 ~ 2160