

**Hyundai’s visionary presence at 2018 Geneva Motor Show**

* New concept car will be presented for the first time at this year’s Geneva Motor Show.
* World premiere of Hyundai’s All-New Kona Electric, the first fully-electric subcompact SUV in Europe, and the fourth-generation Santa Fe.
* European premiere of Hyundai’s next-generation fuel cell vehicle, the All-New NEXO
* Celebrate passion for soccer with the Go! Special Editions in Champions Blue
* The live stream of the press conference will be available at [www.hyundai.news/2018gims](http://www.hyundai.news/2018gims).

***February 28th, 2018 –*** At the 2018 Geneva International Motor Show, Hyundai will celebrate the world premiere of the All-New Kona Electric, the first fully-electric subcompact SUV on the European market. The fourth generation of Hyundai’s successful D-SUV Santa Fe is also shown to the public for the first time. Another highlight of the show will be the world premiere of the new concept car that will show the future of Hyundai’s car design and how the company interprets future mobility technology. The three world premieres will be accompanied by a European debut: Hyundai’s next-generation fuel cell vehicle NEXO.

“The line-up at the 2018 Geneva Motor Show underlines Hyundai’s pioneering spirit in future mobility and showcases the fact that Hyundai is leading the industry’s transformation. With the All-New Kona Electric and the All-New NEXO we show that zero-emission mobility is ready for the mass market,” says Thomas A. Schmid, Chief Operating Officer at Hyundai Motor Europe. “And our new concept car shows what future models will look like, again emphasising the future driven spirit and unconventional thinking of our brand.”

**New concept embodies Hyundai’s design theme**

Hyundai will celebrate the world premiere of a new concept at the 2018 Geneva Motor Show, presenting its future design language. All future Hyundai models will be based on a new theme, which will harmonise the key design elements proportions, architecture, styling and technology. The principle is to integrate the brand’s sporty and distinctive design heritage to create progressive-looking cars that defy the design boundaries between form and function. The concept is captured in a distinctive new look and feel for the brand.

**Strong eco-car and SUV line-up ahead of its time**

The All-New Kona Electric is the first fully-electric subcompact SUV on the European market, combining the hottest trends in the automotive industry: SUV style and eco-mobility. It’s Hyundai’s car of no compromise. The All-New NEXO is the world’s first dedicated hydrogen-powered SUV making available a wide range of autonomous driving capabilities and smart driving assistance systems. The fourth-generation Santa Fe will complete Hyunda’s strong SUV line-up at the Geneva Motor Show with its expressive design and best-in-class safety features. The Calm Tech SUV is designed to take care of customer’s well-being and offers advanced driver assistant features.

In addition to the new models, visitors of the show can also take a look at advanced future technologies. Hyundai presents the latest connected car technology development with the new IoT cockpit. The cockpit employs multiple cutting-edge technologies: from voice recognition, Artificial Intelligence (AI) and Internet of Things (IoT) technology and even to driver stress detection.

**Celebrate passion for soccer with the Go! Special Editions**

With GO! as their motto, Hyundai i10, i20, i30 and Tucson Special Edition models will be on display at the Geneva Motor Show. Each model of the new GO! Special Edition will be presented in the exclusive Champions Blue exterior colour to go with the FIFA soccer championship this summer. Hyundai is again supporting the World Cup in Russia as official partner. The GO! Special Edition models provide for a great customer benefit and offer unique design features for an individual touch.

**The Hyundai press conference will take place on Tuesday, March 06 at 10:15 CET at the Hyundai stand in Hall 1, Stand 40.**

**Live broadcast of Hyundai’s press conference**

The Hyundai press conference will be held in Hall 1, Stand 40 at 10:15 CET on Tuesday, March 06, 2018. A live stream of the press conference will be available at [www.hyundai.news/2018gims](http://www.hyundai.news/2018gims), allowing interested people around the world to find out more about Hyundai’s latest vehicles.

-Ends-

**About Hyundai Motor Europe**
In 2017, Hyundai Motor achieved registrations of 523,258 vehicles in Europe – an increase of 3.5 per cent compared to 2016, growing stronger than the market. By mid-2018, Hyundai will have replaced 90 per cent of its model line-up to create the youngest car range in Europe. 85 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 in the Czech Republic and Turkey, which have a combined annual capacity of 600,000 units. Hyundai Motor sells cars in 31 European countries through 2,500 outlets.
Hyundai Motor 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 and its products is available at www.[hyundai](https://www.hyundai.news/newsroom/).news.

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

**Contact**

David Fitzpatrick Florian Büngener
Director PR & Brand Experience Corporate & Brand PR Manager
Phone: +49-69-271472-460 Phone: +49-69-271472-465
dfitzpatrick@hyundai-europe.com fbuengener@hyundai-europe.com

**About Hyundai Motor**

Established in 1967, Hyundai Motor Company is committed to becoming a lifetime partner in automobiles and beyond. The company leads the Hyundai Motor Group, an innovative business structure capable of circulating resources from molten iron to finished cars. Hyundai Motor has eight manufacturing bases and seven design & technical centers worldwide and in 2017 sold 4.5 million vehicles globally. With more than 110,000 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 and IONIQ, the world’s first model with three electrified powertrains in a single body type.