Hyundai IONIQ Wins Prestigious 2016 Red Dot Design Award

* Hyundai Motor receives sixth Red Dot award in three years
* Continued recognition for Hyundai Motor highlights success of design evolution
* IONIQ is the world’s first eco-friendly car to offer a choice of three alternative-fuel powertrains

March 30, 2016 – Hyundai Motor has once again received international acclaim in the prestigious Red Dot Design Awards. The groundbreaking new IONIQ model has been recognized for its outstanding design in the coveted Vehicle category, becoming the sixth Hyundai car to receive a Red Dot title in the last three years.

The award acknowledges the future-orientated design of the newest addition to Hyundai Motor’s car line-up. IONIQ is Hyundai Motor’s first dedicated eco-friendly model and is an important milestone in its sustainability strategy, with this latest award bringing further global recognition for its forward-looking design philosophy.

Hyundai Motor was recognized by Red Dot jury for presenting an evolutionary design, through a refined, sophisticated form, and for its application of new eco-friendly materials. IONIQ presents new possibilities for Hyundai Motor’s future mobility styling, with its purified shape led by aerodynamics, and its refined, clean lines and surfaces enhancing its coupe-like silhouette.

The 2016 award follows on from three Red Dot Design Awards received in 2015, with the New Generation i20 Coupe, New Generation i20 Five-door and All-new Sonata recognized for outstanding design. This followed accolades in 2014 for All-new Genesis and New Generation i10. The All-new Sonata and Genesis received further recognition for design, winning the 2014 Good Design Award, while the New Generation i20 won the iF Design Award 2015 for its distinctive and sophisticated B-segment styling.

Drawing on a jury of 38 experts from 25 countries - all high profile designers, professors and journalists - the Red Dot Design Award is recognized globally as one of the most sought-after marks for quality design. The 2016 contest attracted 5,214 entries from 57 countries, making the Red Dot Award the largest and most international product competition in the world.

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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 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 2015 sold 4.96 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.

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

<http://worldwide.hyundai.com> or <http://globalpr.hyundai.com/>

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