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| **All-new Elantra and All-new Tucson wins prestigious iF Design Award**   * All-new Elantra and All-new Tucson receives ‘iF Design Award 2016’ in product design category * Hyundai Motor models win iF Design Award for 3 consecutive years * Hyundai Motor’s evolving design philosophy are realized in refined style elements in All-new Elantra * Bold and athletic design creates unique SUV appearance for All-new Tucson   **January 29, 2016** – Hyundai Motor received international recognition for its vehicle design from the prestigious iF Design Awards jury. All-new Elantra and All-new Tucson won iF Design Award 2016 in “Product” discipline, under “Automobiles / Vehicles / Bikes” category.  All-new Elantra and All-new Tucson winning prestigious iF Design Award further validates Hyundai Motor’s continuous strive for design and quality excellence, as Hyundai Motor models were selected as Winner of iF Design Award for three consecutive years with Genesis awarded in 2014 and i20 in 2015.    iF Design Award Winner, All-new Elantra fully employs Hyundai Motor’s characteristic design philosophy, which embraces the company’s ‘Modern Premium’ brand direction and is evident in the All-new Elantra’s dynamic and refined form.  With class-defining interior and exterior, All-new Elantra features refined style elements reflecting Hyundai Motor’s evolving design philosophy. This vision incorporates a dynamic precision in exterior design that complements All-new Elantra’s comfortable, contemporary and sporty feel. The large hexagonal grille is paired with slim and sporty headlights for an energetic look, while its clean surfaces build on the active stance of the product.  iF Design Award recognizes the bold and distinctive design of the All-new Tucson – Hyundai Motor’s compact SUV. Its bold and athletic presence has been achieved through refined, flowing surfaces, bold proportions, sharp lines and the brand’s signature hexagonal grille.  The front of All-new Tucson is dominated by the hexagonal grille, which connects with the LED headlamps to create a distinctive identity. The A-pillar positioning and the directional shape of the wheel arches accentuate the car's dynamic appearance, even at a standstill. Inside, new soft-touch, high-quality materials are introduced across the cabin surfaces, creating a refined cabin ambience. The new horizontal layout of the center console conveys the car’s elegance while increasing the feeling of roominess.    For more than 60 years, iF Design Awards have been recognized across the world as a symbol of design excellence. Organized by iF International Forum Design GmbH, the awards recognize outstanding design across various disciplines and categories. The jury awarded the sought-after prize to Hyundai Motor’s All-new Elantra and All-New Tucson following a rigorous judging process, involving almost 5,000 entries from 53 countries.  **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 2015, 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://globalpr.hyundai.com>  Contact  Global PR Team  Globalpr@hyundai.com  +82 (0)2 3464 2152 ~ 2160  **All-new Tucson Named AAA’s ‘Top Vehicle Picks for 2016’ in the U.S.**   * *All-new Tucson SUV named a winner in AAA’s Top Vehicle Picks for 2016* * *Winning in the Small SUV category, the Tucson received praise for its design, performance and incredible value proposition*   Jan. 18, 2016 **–** Hyundai Motor’s compact SUV Tucson continues to impress automotive journalists around the country, being named a winner in AAA’s Top Vehicle Picks for 2016. Taking home the award in the small SUV category on Jan. 16, the Tucson received praise for its design, performance and incredible value proposition.  “The 2016 Tucson represents a massive step forward for Hyundai Motor in the small SUV category,” said Jim Prueter, automotive journalist, AAA. “The car’s design is guaranteed to turn heads, and with a massive selection of standard equipment, the vehicle delivers excellent value to customers.”  Top Picks are announced in the January/February issue of Highroads magazine. The list aims to help guide consumers shopping for their next ride. To be eligible for list consideration, Top Picks must be available for sale to the public no later than January 2016 and fall under a base-price cap of $70,000. Vehicles selected for the list are reviewed by AAA Arizona auto expert Jim Prueter, who has provided reviews and advice about cars for more than 20 years.  “Hyundai Motor’s commitment to delivering style, convenience and safety is at the center of our product lineup,” said Mike O’Brien, vice president, corporate and product planning, Hyundai Motor America. “Tucson gives growing families a selection of powertrains to fit their lifestyle, with the versatility that all families require, while knowing that safety and convenience have been added in tandem.”  The All-new Tucson offers bold, athletic exterior styling, a pair of fuel-efficient drivetrains and a roomy, well-appointed interior. It is engineered with advanced safety features, including a Lane Departure Warning system, Blind Spot Detection, Rear Cross-Traffic Alert, Lane Change Assist, Backup Warning Sensors and Automatic Emergency Braking (AEB). Tucson also earned the Insurance Institute for Highway Safety’s (IIHS’s) 2016 TOP SAFETY PICK+ designation.  -Ends-  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 centres 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 [www.hyundaiglobalnews.com](http://www.hyundaiglobalnews.com) |