

# News Release

## New Generation Hyundai i30 wins prestigious iF Design Award

- New Generation i30 receives 'iF Design Award 2016' in product category
- Recognises timeless and confident design of Hyundai's new people's car
- Further validation of Hyundai Motor's design and quality

February 8, 2017 – Hyundai Motor has once again received international recognition for its vehicle design from the prestigious iF Design Awards jury. The New Generation Hyundai i30 has won the iF Design Award 2017 in the “Product” discipline, under the “Automobiles / Vehicles / Bikes” category.

The award recognises the confident and timeless appearance of the New Generation i30 – the DNA car for Hyundai Motor representing the core of the brand in Europe. The new model further evolves Hyundai's design language with precise and tensed lines, refined rich surfaces and a sculpted body.

Peter Schreyer, President and Chief Design Officer of Hyundai Motor Group, said: “We are really proud at Hyundai to receive this internationally-recognised iF Design Award for the New Generation i30. It is recognition for the passion and the enthusiasm of our designers who are bringing pride and joy to Hyundai owners. We are especially delighted to receive such a prestigious accolade for the fourth time in a row from a respected authority in design.”

The New Generation Hyundai i30 features dynamic proportions with a sporty appearance and solid stance on the road, emphasised through short front and rear overhangs, a long bonnet and a tapered roof silhouette. Hyundai Motor is introducing a new design element at the front: the Cascading Grille, which will become the new family identity for Hyundai models in the future. The evolution of the previous hexagonal grille is characterised by a downward tapering gesture inspired by the flow of molten steel.

Inside, the New Generation Hyundai i30 is characterised by a clean and intuitive interior with a horizontal layout that conveys an elegant impression and a feeling of roominess. Chrome surrounding and high quality interior materials round up the calm and sophisticated atmosphere. The new floating screen of the optional eight-inch navigation touch screen is ergonomically positioned on the dashboard.

Designed, developed and produced in Europe, the New Generation Hyundai i30 is on sale across Europe since early 2017.

For more than 60 years, the iF Design Awards have been recognised across the world as a symbol of design excellence. Organised by iF International Forum Design GmbH, the awards recognise outstanding design across various disciplines and categories. The jury awarded the sought-after prize to the New Generation Hyundai i30 following a rigorous judging process, involving over 5,500 entries from 59 countries.

The iF Design Award night will take place on 10 March 2017.

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### **About Hyundai Motor Europe**

In 2016, Hyundai Motor achieved registrations of 505,396 vehicles in Europe – an increase of 7.5% compared to 2015 – and replaced 90% of its model line-up to create the youngest car range in Europe. 90% 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.news](http://www.hyundai.news).

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### **Contact**

Hans Kleymann

Product PR Manager

Phone: +49-69-271472-419

[hkleymann@hyundai-europe.com](mailto:hkleymann@hyundai-europe.com)

Jana Uppendahl

PR

Phone: +49-69-271472-462

[juppendahl@hyundai-europe.com](mailto:juppendahl@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 2016 sold 4.86 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.