



HYUNDAI BELUX

Korean Motor Company

Pierstraat 229
B-2550 Kontich
www.hyundai.be – www.hyundai.lu

For further information contact :

William Meerschaut

Phone: +32 - 34 50 06 88
william.meerschaut@hyundai.be
Mediasite BE: www.hyundai.presscorner.be
Mediasite LU: www.hyundai.presscorner.lu

Om korter op de bal te kunnen spelen en u sneller te kunnen informeren in dit snelle multi-media tijdperk, kiezen we ervoor om sommige persberichten meteen in het engels te verspreiden.

Afin de pouvoir réagir rapidement et, dans cette ère multimédia, de vous informer plus vite des dernières nouvelles, nous choisissons de distribuer certains communiqués de presse tout de suite en anglais.

Intrado concept to demonstrate Hyundai Motor's continuing commitment to innovation.

- **First Hyundai concept car with styling inspired by Fluidic Sculpture 2.0.**
- **Lightweight structure uses advanced materials and revolutionary construction.**
- **Next-generation of hydrogen fuel cell drivetrain is smaller and lighter.**

10/12/2013 – At the 2014 Geneva Motor Show Hyundai Motor is set to unveil Intrado, an iconic concept car that confirms the company's ongoing commitment to innovation by previewing future developments for the brand.

Intrado is built around a super-lightweight structure made from a mixture of advanced materials and joined using a revolutionary technique that has the potential to change the way cars are constructed in the future. The car also features a next-generation hydrogen fuel cell drivetrain that is both smaller and lighter than that powering the assembly-line-produced Hyundai ix35 Fuel Cell.

Intrado will be the first Hyundai concept car to feature styling inspired by Fluidic Sculpture 2.0, the latest iteration of Hyundai's design language. The result of close collaboration between Hyundai Motor's design and engineering teams, Intrado was styled and engineered primarily at Hyundai Motor European R&D centre in Rüsselsheim, Germany – as indicated by its codename, HED-9 (Hyundai Europe Design).

Intrado takes its name from the underside of an aircraft's wing, which produces lift, enabling flight to take place. The advanced technical aspects of Intrado also take inspiration from aircraft, such as the use of advanced materials, removal of all unnecessary weight, a style born solely of purpose, and a highly efficient powertrain.

Peter Schreyer, President & CDO of Hyundai Motor Group, commented: "Hyundai Intrado envisages a motoring future that encapsulates the efficiency and freedom associated with flying. I believe in the power of mobility to deliver emotional as well as physical connections and this car helps us find again the joy of discovery."

More information about Intrado will be revealed ahead of the 2014 Geneva Motor Show.