

**Hyundai Motor releases first teaser image of the fourth generation Santa Fe**

* The fourth generation Santa Fe, Hyundai Motor’s first SUV represents the company’s strong SUV heritage.
* The new generation Santa Fe offers innovative and industry-first active safety features.

***January 25, 2018*** – Hyundai Motor has unveiled its first facts about the New Generation Santa Fe, which will celebrate its world premiere in February before making its debut at the Geneva Motor Show in early March. The fourth generation Santa Fe continues the model’s global success story. The first Santa Fe was launched in 2001 and is the foundation of Hyundai Motor’s SUV credibility.

The new generation Santa Fe offers a comprehensive package of Hyundai’s latest active safety features under the Smart Sense technology umbrella. The innovative and industry-first Rear Occupant Alert monitors the rear seats to detect passengers and alerts the driver when leaving the car. The Rear Cross-Traffic Collision Warning is now enhanced by an automated braking function. To avoid the risk of collision when reversing out of narrow areas with limited visibility, the system warns the driver and applies the brakes automatically.

-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. 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**

Florian Büngener Saskia Krüger
Corporate & Brand PR Manager Product PR Assistant Manager
Phone: +49-69-271472-465 Phone: +49-69-271472-333
fbuengener@hyundai-europe.com skrueger.external@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.