



Hyundai Motor at the 2015 Seoul Motor Show

- World premiere for new Enduro lifestyle urban CUV concept
- First Korean showing for new plug-in hybrid Sonata PHEV
- RM15 mid-engined coupe concept showcases high-performance expertise
- All-new Tucson and All-new Sonata 2015 line-up for Korea revealed
- Medium duty truck Mighty and minibus Solati shown at commercial vehicles booth

April 2, 2015 - Hyundai Motor Company is celebrating its presence at the 11th Seoul Motor Show today (Thursday) with the world premiere of an all-new design concept, the 'Enduro' lifestyle urban crossover utility vehicle (CUV), as well as new models making their first appearance in Korea.

The newcomers include the plug-in hybrid Sonata sedan, the RM15 (Racing Midship 2015) high-performance coupe concept, the All-new Tucson compact SUV, the All-new Sonata line-up and two commercial vehicles - the Mighty and the Solati.

Hyundai Motor has two stands at the Seoul Motor Show: for its passenger cars in Pavilion 2, and for its commercial vehicles in Pavilion 1.

Global debut for Enduro CUV concept

The name 'Enduro' is derived from 'Endurance.' Also, Enduro visually combines SUV look with rally motorcycle which compete in the world's toughest rally events. The Enduro is designed as the perfect partner for individuals living in the modern city with energetic, athletic lifestyles. By combining robust forms with bold styling, Enduro releases a sense of adventure and freedom for driver and passengers.

Enduro is 'The Professional Gear' for drivers wanting to escape from the ordinary. It features a new interpretation of Hyundai's design signature hexagonal front grille, now with a lower center of gravity creating a sense of stability. An aluminum aero blade connects the front fender to the grille, giving the Enduro a look of self-confidence.

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Seen in profile, Enduro has the look of a crossover vehicle, with raised ground clearance, SUV-style fender cladding and a dark grey garnish to the lower parts of the car, which appear robust and protective, while expressing mobility and agility. The C-pillars are fitted with a unique aerodynamic air-blade to reduce drag and the side-skirts incorporate step bars for easier loading / unloading of the roof rack.

Inside Enduro, the cabin is styled with the same enthusiasm and passion as the exterior. The Hyundai Advanced Design Team worked to create an emotional concept that expresses sensuality and dynamism, through organically interacting lines which generate an intensity that coexists with toughness and sophistication.

The styling of the dashboard and center console feature the eye-catching combination of horizontal and vertical elements, which express sportiness, toughness and endurance. The Enduro's cabin seems to wrap around the driver's seat in a manner that creates a dynamic atmosphere, while underscoring the solidity of the vehicle's structure. Facing the driver, the instrument cluster concentrates a multitude of information in an integrated display that minimizes distraction through its driver-centric design.

Small details of the interior are exploited to reinforce the Enduro's sporty and upbeat image. Visual elements reminiscent of sports equipment are applied to those cabin components and surfaces which occupants touch. The steering wheel design features the spoke and handle molding of a road bike and the door handles have a lightweight cowl image of an off-road bike. The design of the trunk turns it into a durable, flexible space, with versatile drawer-style compartments that can safely accommodate a broad range of lifestyle sports equipment.

Sonata PHEV - Hyundai's first plug-in hybrid electric vehicle

The Hyundai Sonata PHEV is the company's first Plug-in Hybrid Electric Vehicle. Although technologically advanced, the PHEV model will behave much like the regular Sonata Hybrid from the driver's seat. A 9.8 kWh lithium polymer battery pack, roughly six times larger than the Sonata Hybrid's battery, is expected to give Sonata Plug-in Hybrid an all-electric range of up to 38.4 km (24.0 miles), farther than any other midsize PHEV sedan.

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The Sonata Plug-in Hybrid uses a six-speed automatic transmission with Hyundai's Transmission-Mounted Electrical Device (TMED), a 50 kW electric motor, in place of a torque converter. The motor is 32 percent more powerful than the motor in the regular Sonata Hybrid and allows EV operation at higher speeds. A 2.0-liter Π GDI gasoline engine lets the Sonata Plug-in Hybrid operate just like the Sonata Hybrid once the onboard battery charge is depleted. Total combined powertrain output is 205ps at 6,000 rpm and recharge time ranges in 3 hours at a 240V Level 2 charging station.

Engineering without compromise - RM15 high-performance coupe concept

The RM15 (Racing Midship 2015) is an aggressively-styled, high-performance mid-engined coupe concept that makes a confident statement about Hyundai Motor's passion for performance and its expertise in the development of advanced vehicle technologies and materials.

The core structure of the RM15 is based on an aluminum spaceframe, clothed in light, stiff body panels formed in carbon-fiber reinforced plastic (CFRP) - together achieving a significant weight saving compared to a conventional all-steel vehicle. The body panels are painted in the signature colors of the company's ' Π ' brand (pale blue, black, red and Hyundai mid-blue) which also feature on the Hyundai WRC i20 rally car.

Power comes from Hyundai Motor's Theta 2.0-liter T-GDI engine mounted transversely behind the two-seater cabin and ahead of the rear axle, ensuring optimized weight distribution and a low moment of inertia for excellent handling agility and high levels of traction. The four-cylinder turbocharged gasoline engine generates 300 ps at 6,000 rpm and drives the rear wheels through a six-speed manual transmission. Strong torque delivery (39 kgm [383 Nm] at 2,000 rpm) helps to reduce the 0-100 km acceleration time to just 4.7 seconds.

Korean debut for immensely popular All-new Tucson

The latest generation of Hyundai Motor's globally popular, bold and athletic compact SUV, the All-new Tucson, made its world premiere at the 2015 Geneva Motor Show last month.

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The All-new Tucson adopts the strong proportions and profile of an SUV, while the design confidently creates a sense of the vehicle being sleek and agile. The front is dominated by the Hyundai signature hexagonal front grille, which connects with the LED headlamps to create a distinctive identity. An expressive 'Z' line creates a sculptural side profile and a powerful stance.

Built on a completely new platform, the All-new Tucson optimises cabin space for passengers and provides a substantial 513 litres of luggage capacity. New soft-touch, high-quality materials are used throughout the cabin, which features exceptional levels of refinement. The chassis, steering and suspension are all-new and deliver high levels of comfort and compliance for a smooth ride, without compromising driving dynamics.

2015 Sonata range features improved Hybrid model

The 2015 model line-up for Hyundai Motor's popular Sonata sedan range in Korea includes the eco-friendly all-new Sonata Hybrid, launched under the Blue Drive™ sub brand, and a high-performance T-GDI turbocharged gasoline model with 245 ps.

The All-new Sonata Hybrid is powered by an efficient Nu 2.0-liter GDI hybrid engine mated to a 38 kW electric motor. The gasoline engine delivers 156 ps and 19.3 kg.m, up 4 percent and 5.5 percent respectively, compared to the previous model. The 38 kW electric motor also delivers 8.6 percent improved maximum power, with maximum torque of 20.9 kg.m (205 Nm). The new model achieves a significant improvement in fuel consumption: a class-leading combined rating of 18.2 km/ℓ fitted with 16-inch wheels. (17.7 km/ℓ with 17-inch wheels).

For the 2015 All-new Sonata Hybrid, the lithium-polymer battery pack has a 13.3 percent higher capacity and is relocated under the trunk floor, increasing luggage space by 10.5%.

All-new 'Mighty' truck and debuting 'Solati' bus

Hyundai Motor also unveiled a revamped medium-duty truck, known as 'Mighty' in Korea, and a minibus 'Solati' - a bus version of the H350 that was introduced in European market last September at the Hanover Motor Show.

Incorporating a complete model change after the release of its predecessor 'Mighty II' 17 years

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ago, the latest Mighty is all-new inside and out, with a stylish and modern exterior and convenience features for drivers who spend many hours each day at the wheel. Mighty was designed to improve the usability of the vehicle and enhance its Human Machine Interface (HMI) qualities, to enable easy use of its upgraded functions.

Solati is Hyundai Motor's first light commercial vehicle designed with the needs of the European market in mind. Now being offered in the Korean market, Solati provides a versatile, practical and convenient option for 14, 15, and 16-seater commercial vehicle users. The name Solati means 'comfort' in Latin.

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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 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:

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