



## Hyundai Motor introduces 'Enduro' lifestyle CUV concept at 2015 Seoul Motor Show

- Urban crossover utility vehicle harmonizes with energetic, athletic lifestyles
- 'The Professional Gear' for drivers wanting to escape the ordinary
- Design concept is expressed in rugged, versatile yet sophisticated form language

**April 2, 2015** - Hyundai Motor is celebrating the world premiere of its all-new design concept, the 'Enduro' lifestyle urban crossover utility vehicle (CUV), at the 11<sup>th</sup> Seoul Motor Show today (Thursday).

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.

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.

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At the rear, the combination lamps form a continuous flow between the C-pillar and the rear spoiler. Like the Enduro's front fascia treatment, an aluminum bumper spoiler flows from the rear fender and rear bumper creating a visual connection, as well as embracing the fog lamps. Detailed attention to the shaping of the rear fender's volume has ensured the concept has an impressive road presence and a strong, stable stance.

### **Emotional, sensual and dynamic - a cabin designed with passion**

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.

### **Advanced technology boosts safety and intuitive operation**

While engineering the Enduro's robust look and practical interior, the Hyundai Advanced Design Team also adopted advanced technologies to enhance the driving experience.

Conventional door mirrors are replaced with side- and rear-view cameras connected to a display in the overhead console. The cameras give the driver a fresh line of sight and a much wider field

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of view, enabling drivers to quickly check the car's perimeter and oncoming traffic.

Inside the cabin, a new remote control offers dual operation linked to the integrated top / bottom menu display positions in the center stack. Using the 'top knob' mode, the control governs the infotainment menu, while the 'bottom knob' mode controls the air-conditioning system, heating and ventilation to give more intuitive and comfortable operation. Air-conditioning is supplied to the rear seat occupants, and the rear seat offers a variety of folding options to extend the luggage space, delivering additional practicality and flexibility.

### **Hyundai HND-12 Enduro / Specification summary**

Bodystyle	3-door hatchback CUV		
Accommodation	4-seater		
Length	4,271 mm	Width	1,852 mm
Height	1,443 mm	Wheelbase	2,650 mm
Engine	2.0 T-GDI, turbocharged gasoline direct injection		
Transmission	7-DCT, 7-speed dual clutch transmission		

-Ends-

### **About Hyundai Motor Company**

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 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 <http://www.hyundaiglobalnews.com>

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