

Hyundai Motor India Introduces Lounge Edition Across CRETA, ALCAZAR and CRETA Electric

Transforming Every Journey into a Premium Lounge Experience Through
Immersive Rear Seat Entertainment and Exclusive Styling Upgrades

- Designed to deliver a refined and exclusive mobility experience inspired by the comfort, sophistication and ambience of premium executive lounge
- New integrated 29.46 cm (11.6") Rear Seat Entertainment System (RSE)¹ transforms the cabin into an immersive digital hub with OTT streaming, interactive gaming and app store access²
- Lounge-exclusive interiors, premium seat design pattern and Moonwhite ambient light elevate the in-cabin experience with a greater sense of sophistication and comfort
- Distinctive exterior styling with bold and premium black treatment and a new Golden Bronze exterior colour³
- Hyundai ALCAZAR Lounge features an exclusive five-seater lounge like configuration and offers a voice enabled smart panoramic sunroof in the Diesel AT top variant
- [Link to images](#)

Gurugram | September 10, 2026: Hyundai Motor India Limited (HMIL) today introduced the all-new Lounge Edition across CRETA, ALCAZAR and CRETA Electric. Crafted for customers seeking elevated comfort, exclusivity and connected experiences, the Lounge Edition reimagines the modern SUV cabin as a premium personal space. Featuring Hyundai's new immersive Rear Seat Entertainment System (RSE), lounge exclusive interiors and distinctive styling enhancements, the Lounge Edition transforms everyday commutes and long-distance journeys into engaging, connected and more rewarding travel experiences.

Commenting on the introduction of Lounge Editions across CRETA, ALCAZAR and CRETA Electric, Mr. Amit Dhaundiyal, Head, Product Strategy & Planning, HMIL, said, *"At Hyundai, we continuously strive to create products and experiences that resonate with the evolving aspirations of our customers. Customers today seek experiences that go beyond mobility, and the new Lounge Edition has been designed with this evolving aspiration in mind. From lounge-inspired interiors, engaging digital entertainment and on-the-go gaming experiences powered by rear seat entertainment, to distinctive styling enhancements, every element has been thoughtfully crafted to transform every journey into a more comfortable, connected and rewarding experience. The Lounge Edition reflects Hyundai's commitment to delivering meaningful innovations and greater value across our SUV portfolio, and we are confident it will appeal to customers seeking a unique blend of luxury, comfort, entertainment and exclusivity in their everyday journeys."*

What Makes the Hyundai Lounge Edition Unique?

¹ Please visit your nearest Hyundai authorised dealership or refer to the Owner's Manual for detailed information on features, compatibility, warranty terms and other applicable conditions

² Features may require internet connectivity, compatible devices, third-party subscriptions and additional charges

³ Also available in other colours

The Lounge Edition is inspired by the comfort, sophistication and exclusivity associated with premium executive lounges. Created for customers who value comfort, technology and design, the Lounge Edition across CRETA, ALCAZAR and CRETA Electric elevates the in-cabin experience through a thoughtfully curated blend of luxury, connectivity and convenience.

At the heart of the Lounge Edition is Hyundai's 29.46 cm (11.6") Rear Seat Entertainment System (RSE), which transforms the rear cabin into an immersive digital entertainment zone.

Key Highlights of Hyundai's Rear Seat Entertainment System (RSE)

- OTT content
- Interactive gaming experience
- Video streaming
- Wide range of applications (Certified App Store)
- Phone mirroring
- Paired with existing BOSE Premium Sound 8 speaker system with front central speaker & subwoofer

Complementing the experience are Lounge-exclusive interior theme, premium seat design pattern, Moonwhite ambient light and distinctive styling enhancements that create a refined and sophisticated cabin ambience. Together, these features transform everyday commutes and long-distance journeys into a premium lounge experience on the move.

What Are the Key Highlights of the Hyundai CRETA Lounge Edition?

The Hyundai CRETA Lounge Edition combines bold styling enhancements with premium interior updates to offer a differentiated ownership experience. The CRETA Lounge Edition is based on the King trims and will be powered by the 1.5 l MPi Petrol iVT and 1.5 l U2 CRDi Diesel AT powertrains.

Exterior Enhancements

- New Golden Bronze exterior colour
- Black painted front and rear skid plate and side sill garnish
- Black painted rear spoiler, roof rails, C-pillar garnish and ORVMs
- R18(D=462mm) Matte Black alloys

Interior Enhancements

- 29.46 cm (11.6") Rear Seat Entertainment System
- Lounge-exclusive interiors with silver-coloured inserts
- Soothing Moonwhite ambient light
- New lounge seat design pattern and rear seat headrest cushion with Lounge branding

What Makes the Hyundai ALCAZAR Lounge Edition different?

The Hyundai ALCAZAR Lounge Edition elevates rear-seat luxury with its exclusive five-seater layout, voice-enabled smart panoramic sunroof, and new Rear Seat Entertainment System, creating a premium lounge-like experience for every journey.

The Hyundai ALCAZAR Lounge Edition is based on the Signature variant and is available exclusively with the 1.5 l U2 CRDi Diesel AT powertrain.

Exterior Enhancements

- New Golden Bronze exterior colour
- Black painted front and rear skid plate and side sill garnish
- Black painted rear spoiler, roof rails and ORVMs

- R18 (D=462 mm) Black alloys

Interior Enhancements

- Exclusive 5-seater lounge like configuration
- Voice enabled smart panoramic sunroof
- 29.46 cm (11.6") Rear Seat Entertainment System
- Lounge-exclusive interiors with silver-coloured inserts
- Soothing Moonwhite ambient light
- New lounge seat design pattern and rear seat headrest cushion with Lounge branding

What Does the Hyundai CRETA Electric Lounge Offer?

The Hyundai CRETA Electric Lounge Edition combines electric mobility with enhanced comfort, connectivity and entertainment, creating a premium in-cabin experience that complements the refinement of electric driving.

The Hyundai CRETA Electric Lounge Edition is based on Excellence Long range variant with Home Charger Option.

Exterior Enhancements

- New Golden Bronze exterior colour
- Black Painted front and rear skid plate and side sill garnish
- Black Painted rear spoiler, roof rails, C-pillar garnish and ORVMs
- R17 (D=436.6 mm) Black aero alloys

Interior Enhancements

- Dashcam
- Rear wireless charger
- 29.46 cm (11.6") Rear Seat Entertainment System
- Lounge-exclusive interiors with silver-coloured inserts
- Soothing Moonwhite ambient light
- New Lounge seat design pattern and rear seat headrest cushion with Lounge branding

What Is the Price of Hyundai CRETA, ALCAZAR and CRETA Electric Lounge Editions?

Model	Variant	Price (Ex-Showroom)
CRETA Lounge Edition	1.5 MPi IVT King Lounge	19 21 700
	1.5 MPi IVT King Lounge DT	19 36 700
	1.5 CRDi AT King Lounge	20 30 700
	1.5 CRDi AT King Lounge DT	20 45 700
ALCAZAR Lounge Edition	1.5 AT Signature 5S Lounge	21 80 700
	1.5 AT Signature 5S Lounge DT	21 95 700
CRETA Electric Lounge Edition	Excellence LR Lounge	24 34 100
	Excellence LR Lounge DT	24 49 100
	Excellence LR (HC) Lounge	25 07 100
	Excellence LR (HC) Lounge DT	25 22 100

Log on to hyundai.co.in for more information

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