

# TUCSON





Inspiration(Pine Green Matte)

# The new TUCSON

An elegant lifestyle and dynamic driving experience through automobile perfection.



TUCSON  
Digital Catalogue  
(PC/Tablet)



TUCSON  
Digital Catalogue  
(Mobile)

\* Scan the QR code to explore the TUCSON.

# Exterior

The rugged design and sporty character lines visualize your love of dynamic style.



Inspiration(Pine Green Matte)

Dark chrome radiator grille, glossy black B/C pillar, outside mirror chrome garnish



Exterior  
Take a closer look



Rear design(LED rear combination lamps)



Full LED headlamps(projection type, hidden lighting DRL/  
intelligent front lighting)

19-inch alloy wheels & michelin tires

# Interior

The horizontal layout is hi-tech while creating a sleek appearance.



Inspiration(Green / Black / Gray)

\* The screen layout/design of the infotainment system may change with the updates.



Interior  
Take a closer look



Column-Type Shift By Wire  
Floating console



Panoramic curved display

# Space

The generous amount of indoor space provides versatility and the ability to accommodate diverse situations.



Inspiration(Green / Black / Gray)

Quilted natural leather seats, power-adjustable driver's seat(8-way, Integrated Memory System), power-adjustable front passenger's seat(8-way, walk-in device)



2nd row 60/40-split folding seats

2nd row fold-and-dive \* Not available with gasoline 1.6 turbo hybrid.

# Performance

The TUCSON is available in multiple powertrains that blend engine power with fuel efficiency, including hybrid, gasoline, and diesel engines.



Performance  
Take a closer look



Inspiration(Pine Green Matte)

## Smartstream Gasoline 1.6 Turbo engine

**180** Max.Power  
PS/5,500rpm

**27.0** Max.Torque  
kgf-m/1,500~4,500rpm

**12.5** Combined fuel economy  
km/ℓ (7-speed DCT/2WD/17-inch)

## Smartstream Diesel 2.0 engine

**184** Max.Power  
PS/4,000rpm

**42.5** Max.Torque  
kgf-m/2,000~2,750rpm

**14.3** Combined fuel economy  
km/ℓ (8-speed A/T/2WD/17-inch)

## Smartstream Gasoline 1.6 Turbo Hybrid engine / Electric motor

<b>180</b> Max.Engine Power PS/5,500rpm	<b>47.7</b> Max.Motor Power kW
<b>27.0</b> Max.Engine Torque kgf-m/1,500~4,500rpm	<b>264</b> Max.Motor Torque Nm
<b>16.2</b> Combined fuel economy km/ℓ (6-speed A/T/2WD/17-inch, without built-in cam)	

## Multi Terrain Control

Offers four-wheel drive and integrated control of the engine, transmission, and brakes to ensure optimum performance regardless of the terrain.

\* Not available with gasoline 1.6 turbo.



# Function

New, cutting-edge technologies and a slew of user-friendly features enable a smart driving experience.



## OTA Software Update(Over-The-Air Updates)

If the vehicle is not equipped with the latest software version, once the ignition is turned off, a wireless software update will begin, with the driver's consent.



## Digital key 2

The vehicle can be locked or unlocked or the ignition turned on via iPhone, Apple Watch, or Android smartphone(such as a Samsung phone). The digital key can be shared with up to 15 devices.

\* Please refer to Hyundai Motor's website for a list of eligible models.



## Indoor fingerprint authentication system(personalization, startup, payment)

This system conducts the authentication process(es) necessary to make a smart payment or deactivate valet mode. The vehicle can be started or driven via fingerprint recognition even if you do not have your smart key with you.

## Built-in cam 2

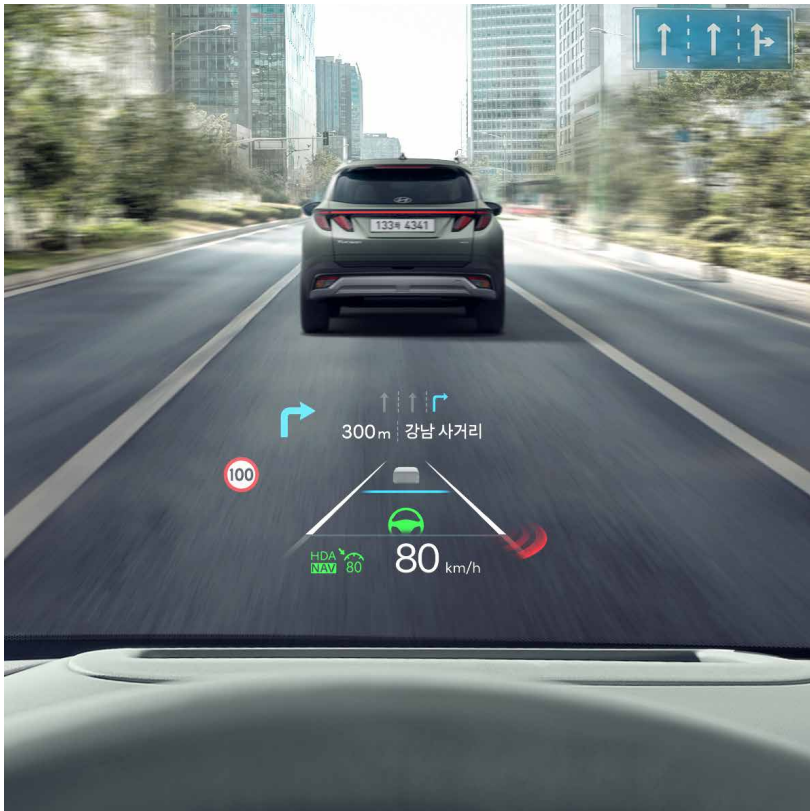
Exclusive, high-resolution, front and rear-view cameras offer sharp video at any time of day along with audio recording, large-capacity external storage, OTA provisioning, and saving/playback of driving data(including map link). Bluelink enables the transmission of shock sensor-activated videos(taken while parking) and provides information on the status of the built-in camera.



\* The screen layout/design of the infotainment system may change with the updates.

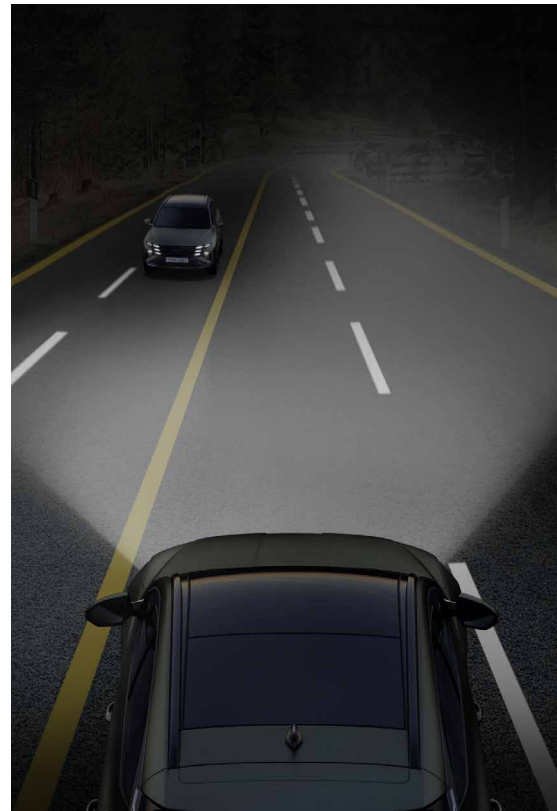


Function  
Take a closer look



#### Head-Up Display

The dashboard and important navigation-related information are displayed on the full-panel glass screen to keep the driver informed without forcing them to take their eyes off the road.



#### Intelligent Front-Lighting System(IFS)

This system provides an omni-directional front view and increases safety during nighttime driving by maintaining headlight function without creating glare for the car approaching from ahead.



#### Remote Smart Parking Assist

While outside the vehicle, the driver can use the smart key to move the vehicle forward or backward.

\* Not available with gasoline 1.6 turbo.



#### Smart power tailgate

If the driver stands close to the rear of the vehicle with the smart key on their person, the tailgate will open automatically, after a short period of time, making it easier to load and unload luggage. The extent to which the tailgate opens may be adjusted according to the driver's height or unloading environment.

# N Line

A sporty, dynamic design gives the N Line its unparalleled style.



N Line  
Take a closer look



**N Line-exclusive radiator grille(including exclusive emblem) / front bumper & skid plate**

The N Line-exclusive radiator grille and bumper design convey an image of high performance.

**N Line-exclusive rear spoiler**

With its sporty design, the rear spoiler makes the vehicle more aerodynamic during high-speed driving.

**N Line-exclusive 19-inch alloy wheels / body-colored cladding**

The N Line-exclusive diamond-cut wheel design presents a strong, stylish image.

**N Line-exclusive rear bumper & skid plate / single twin tip muffler**

The N Line-exclusive rear design makes the TUCSON look elegantly sporty.

**N Line-exclusive seats(including exclusive emblem) / red stitching**

The suede-applied leather seats and red stitching found throughout the vehicle create a unique aesthetic.

# Hybrid



Hybrid  
Take a closer look

Experience even better driving performance and a pleasant ride through e-Motion Drive.

**Smartstream  
Gasoline 1.6 Turbo Hybrid**

**235**

Max. System Output  
PS(gasoline engine : 180PS, electric motor : 47.7kW)

**37.4**

Max. System Torque  
kgf-m(gasoline engine : 27.0kgf-m, electric motor : 264Nm)

**16.2**

Combined fuel economy  
km/ℓ (6-speed A/T/2WD/17-inch, without built-in cam)



## Hybrid-exclusive e-Motion Drive system(e-Dynamic Drive)

In the event of rapid acceleration or a sudden turn, the motor effectively controls the brake, transmission, and/or driving torque, improving the traction and mobility through seamless acceleration and smooth cornering.

## Hybrid-exclusive e-Motion Drive system(e-Comfort Drive)

When going over a speed bump or accelerating, the motor controls the vehicle's shaking to make the ride smoother for both driver and passenger.

## Hybrid-exclusive AVN contents

The Hybrid-exclusive display ensures a smart driving experience by showing fuel efficiency, energy distribution, and ECO mode, among others.

## Infant safety mode

Upon sudden acceleration or stop or parking shock, this function filters the stress felt by an infant/toddler due to the vehicle's height to provide smoother acceleration and a more pleasant ride.

## Smart regenerative braking mode

When coasting in neutral, the regenerative braking level is adjusted automatically according to the road gradient, how the approaching car is being driven, and/or data provided by the navigation system or speed camera. This smart regeneration system makes it significantly easier for the driver to control the vehicle.

# Hyundai SmartSense

Guarantees safety and convenience while driving or parking through a cutting-edge driver assist system.

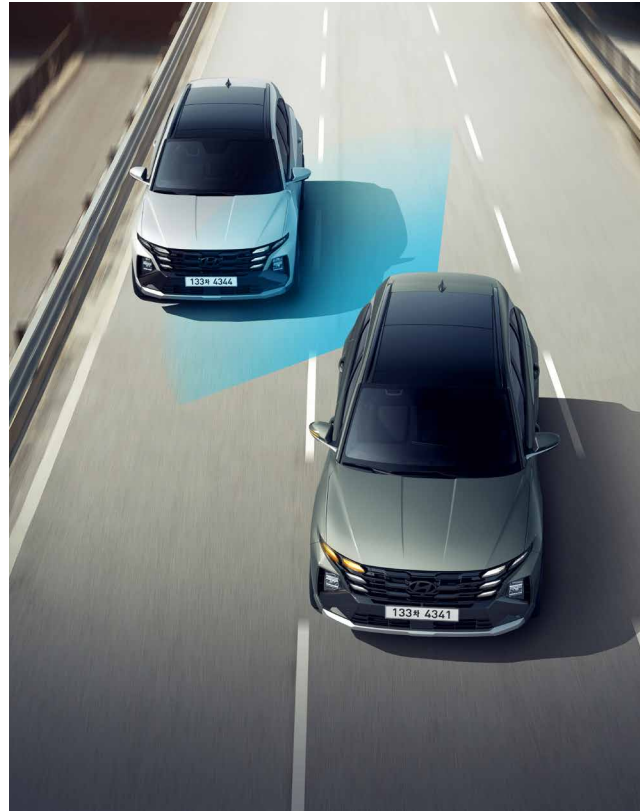


## Forward Collision-avoidance Assist(vehicles/pedestrians/two-wheeled vehicles/ junction turning/front oncoming)

This function, after scanning the vehicle's immediate surroundings, issues warnings of collision risk. If, after a warning is issued, the vehicle in front suddenly slows down or the risk of (front) collision with a car, motorcycle, pedestrian, or bicycle increases, automatic control is activated. Automatic control is also activated when there is an increased risk of collision from a vehicle approaching from the front while making a left turn at an intersection (with turn signal) or from a motorcycle or car driving in front and in the same lane.

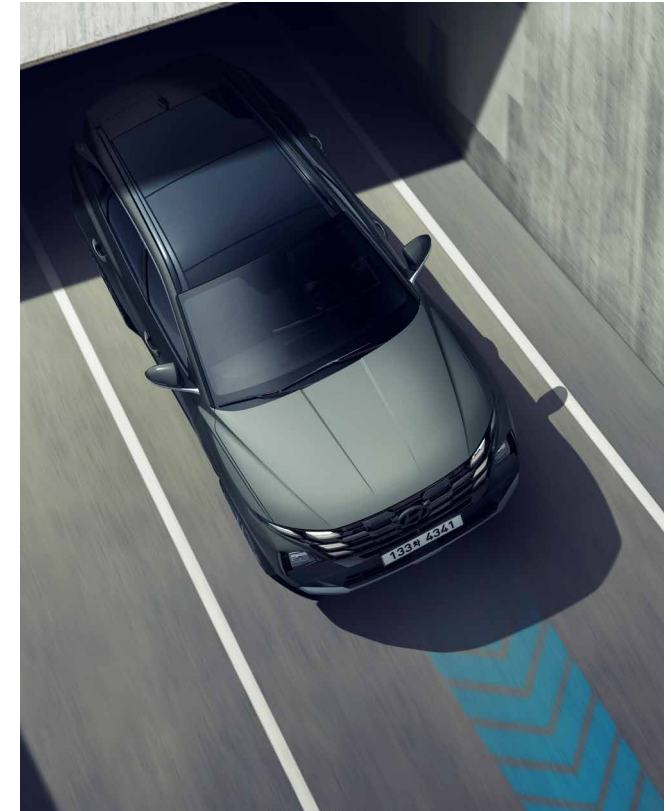
## Safe Exit Warning

If a vehicle approaching from the back is detected after the car is parked and the passengers are opening doors to get out, a warning is issued.



## Blind-spot Collision-avoidance Assist

A warning is issued if risk of collision with the vehicle next to or behind you is detected while changing lanes. If, while attempting a forward exit (from a parallel parked position), risk of collision with the vehicle next to or behind you is detected, the automatic vehicle control function is activated.



## Lane Following Assist

This system keeps the car in the center of the lane.

\* The Advanced Driver Assistance System (ADAS) is a group of functions that help the driver operate the vehicle more safely. Please make sure to drive carefully.

\* Depending on the environment and driving conditions, the given function may not operate properly. Please refer to the manual for details.

\* The above specifications are applied differently depending on the trim, powertrain, and options.



Hyundai SmartSense  
Take a closer look

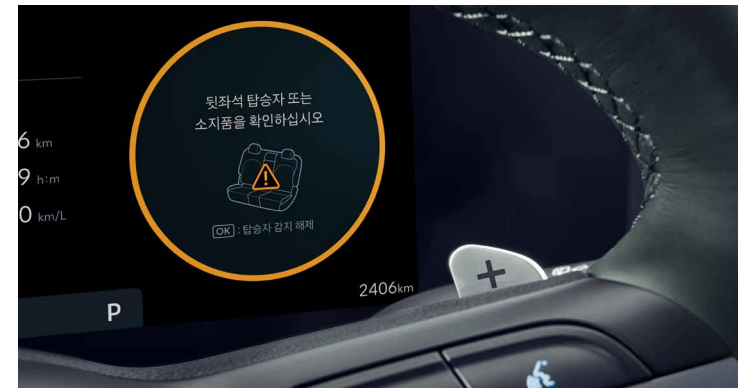


#### Highway Driving Assist

This system helps to not only maintain a safe distance with the vehicle in front on a highway or a regular road by driving at a uniform speed but also to keep the vehicle in the center of the lane on a curved road.

#### Navigation-based Smart Cruise Control(safe/curve)

This system helps the driver maintain a safe speed based on road conditions when driving on a highway or a regular road. It automatically reduces the car's speed just before it enters a reduced-speed zone. After leaving the reduced-speed zone, the vehicle is brought back to its designated speed.



#### Rear Cross-Traffic Collision-avoidance Assist

If a collision risk is detected from the right or left while driving in reverse, the driver is issued a collision warning. If the collision risk increases after the warning, the brakes are activated automatically.

#### Advanced Rear Occupant Alert

A sensitive radar sensor detects passengers inside the vehicle. If the driver leaves behind a child in one of the rear seats, an alarm sounds to notify the driver of such fact and thus prevent a safety-related accident.

\* The screen layout/design of the infotainment system may change with the updates.

# Modern



17-inch alloy wheels



17-inch alloy wheels  
(Hybrid-exclusive)



18-inch alloy wheels



Modern (Ocean Indigo Pearl)



Full LED headlamps(MFR type)  
12.3-inch display audio  
(Bluelink, phone projection,  
bluetooth hands-free, 6 speakers)

Dark chrome radiator grille  
LED interior lamp(map lamp, room lamp,  
sun visor lamp, and luggage lamp)

Outside mirror(heating, power-folding,  
power adjustment, LED turn signal lamps)  
ECM room mirror

Double-glazed soundproof glass  
(windshield, 1st row doors)  
Manual air conditioning

4.2-inch color LCD cluster  
Type-C USB(one charging port and one with  
data support in the front and two charging  
ports in the back)

# Premium / Inspiration



Features  
Take a closer look



18-inch alloy wheels



19-inch alloy wheels



Premium (Titan Gray Metallic)



Inspiration (Pine Green Matte)

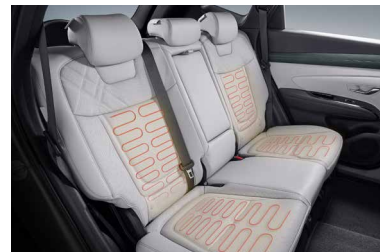
## Premium



Smart power tailgate  
Heated/ventilated 1st row seats

12.3-inch navigation system  
(Hyundai CarPay / e hi-pass)  
Dual-zone full automatic air conditioning  
(with auto defog system / fine dust sensor /  
air cleaning mode / and after-blow function)

## Inspiration



Full LED headlamps  
(projection type, hidden lighting DRL/  
intelligent front lighting)  
Heated 2nd row seats

LED rear combination lamps  
Power-adjustable driver's seat  
(8-way, Integrated Memory System),  
Power-adjustable front passenger's seat  
(8-way, walk-in device)

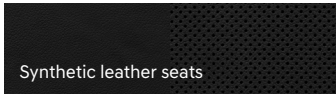
Power windows with pinch protection(all seats)  
Head-Up Display

\* The specifications in this brochure may vary by model and options included. For detailed specifications, please refer to the price list for the relevant month.



# Colors

## Interior colors



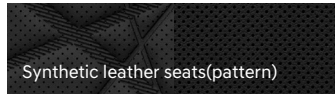
Synthetic leather seats

**Black one tone**



Synthetic leather seats

**Black / Gray two-tone**



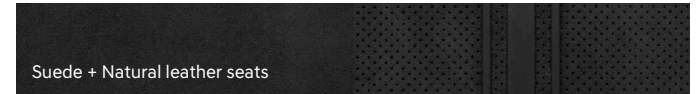
Synthetic leather seats(pattern)

**Black one tone**



Synthetic leather seats(pattern)

**Black / Gray two-tone**

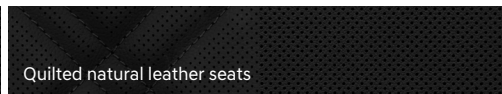


Suede + Natural leather seats

**N Line-exclusive black one tone(red stitching)**



Natural leather seats



Quilted natural leather seats

**Black one tone**



Natural leather seats



Quilted natural leather seats

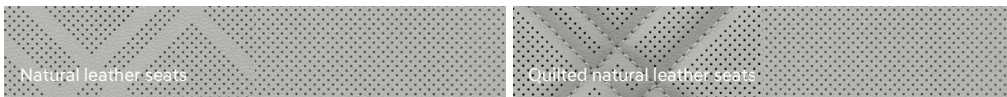
**Brown pack**

\* Black headlining is applied when selecting the Brown pack or Green/Black/Gray interior.

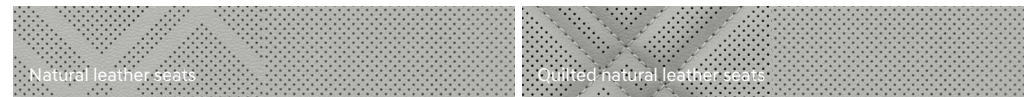
\* Because the above colors are printed on paper, they may look different from the color applied to the vehicle.



Colors  
Take a closer look



Black / Gray two-tone



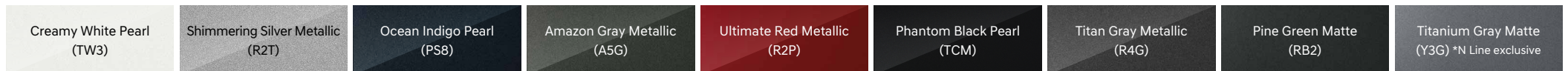
Green / Black / Gray

## Color combination chart

Classification		Creamy White Pearl (TW3)	Shimmering Silver Metallic (R2T)	Ocean Indigo Pearl (PS8)	Amazon Gray Metallic (A5G)	Ultimate Red Metallic (R2P)	Phantom Black Pearl (TCM)	Titan Gray Metallic (R4G)	Pine Green Matte (RB2)	Titanium Gray Matte (Y3G)
Modern	Black one tone(synthetic leather seats)	●	●	●	●	●	●	●	●	-
	Black / Gray two-tone(synthetic leather seats)	●	●	●	●	●	●	●	●	-
Premium	Black one tone(synthetic leather seats(pattern))	●	●	●	●	●	●	●	●	-
	Black / Gray two-tone(synthetic leather seats(pattern))	●	●	●	●	●	●	●	●	-
Inspiration	Black one tone(natural leather seats)	●	●	●	●	●	●	●	●	-
	Brown pack(natural leather seats)	●	●	-	●	-	●	●	●	-
	Black / Gray two-tone(natural leather seats)	●	●	●	●	●	●	●	●	-
	Green / Black / Gray(natural leather seats)	●	●	-	●	-	●	●	●	-
Quilted natural leather seats	Black one tone(quilted natural leather seats)	●	●	●	●	●	●	●	●	-
	Brown pack(quilted natural leather seats)	●	●	-	●	-	●	●	●	-
	Black / Gray two-tone(quilted natural leather seats)	●	●	●	●	●	●	●	●	-
	Green / Black / Gray(quilted natural leather seats)	●	●	-	●	-	●	●	●	-
N Line	Black one tone / red stitching(suede+natural leather seats)	●	-	-	-	●	●	●	-	●

\* Titanium Gray Matte is exclusive to N Line. \* Shimmering Silver Metallic, Ocean Indigo Pearl, and Amazon Gray Metallic cannot be selected for N Line model.

## Exterior colors



\* Because the above colors are printed on paper, they may look different from the color applied to the vehicle.

\* Please see the digital catalogue for more information about colors.

# Customizing

H Genuine Accessories provides a wide range of convenience and leisure products that address the needs and lifestyles of customers who desire a high degree of customization, while N Performance parts are, as the name suggests, high-performance features that blend Hyundai Motors' technologies with the signature N appeal.

H Licensed Accessories is a new product line developed to make all activities related to your vehicle even more special by providing brand products that are vetted for quality.



## New car options

### Lifestyle



LED door spot lamp(1st row)



LED tailgate lamp(touch-activated)



Luggage screen



Luggage net

### Built-in air purifier



### Protection mat package



Floor mat(1st row)



Floor mat(2nd row)



Luggage mat

### Side step



\* Some customized products may not be applicable depending on trims or options applied. For detailed specifications, please refer to the price list for the relevant month.

## Aftermarket-exclusive goods

### Camping and Outdoor



Cross bar



Flat roof rack



Lightweight chair  
Camping trunk



### Products for basic models



Exclusive micro-SD card for  
built-in cam 2(128GB)  
USB-C to USB-A adapter

### Space-saving items



Sun visor sunglasses case

## H Licensed Accessories

## Aftermarket-exclusive goods

### Arkon



Cup holder phone mount

### BigAnt



Foldable box

## N Performance

### monoblock brake & 19-inch lightweight wheels(matte black) package

\* Available for purchase  
separately only wheels



monoblock brake system



19-inch matte black lightweight wheels(real carbon wheel cap)

\* N Performance parts cannot be applied to Hybrid vehicles. \* The USB-C to USB-A adapter was designed to be used exclusively with Hyundai Motor devices. Hyundai Motor does not assume any responsibility in the event of malfunction if used with other devices and/or automobile brands.

\* Aftermarket: Parts can be purchased from the Hyundai Shop (Shop.Hyundai.com) under "Hyundai brands." Depending on the part, you can order and pick up the part yourself or it can be installed on your vehicle for you.

## Dimensions



Wheel Tread, Front 1,615 (1,620)  
Overall Width 1,865

Overall Height 1,665



Wheel Base 2,755  
Overall Length 4,640



Wheel Tread, Rear 1,622 (1,627)

## Specifications

Classification	Smartstream Gasoline 1.6 Turbo	Smartstream Diesel 2.0	Smartstream Gasoline 1.6 Turbo Hybrid
Overall Length (mm)	4,640 / 4,650 (N Line)	←	←
Overall Width (mm)	1,865	←	←
Overall Height (mm)	1,665	←	←
Wheel Base (mm)	2,755	←	←
Wheel Tread, Front (mm)	1,620(17") 1,615(18") 1,615(19")	←	←
Wheel Tread, Rear (mm)	1,627(17") 1,622(18") 1,622(19")	←	←
Engine Type	Smartstream G1.6T	Smartstream D2.0	Smartstream G1.6T Hybrid
Displacement (cc)	1,598	1,998	1,598
Max. Power (PS/rpm)	180 / 5,500	184 / 4,000	180 / 5,500
Max. Torque (kgf-m/rpm)	27.0 / 1,500-4,500	42.5 / 2,000-2,750	27.0 / 1,500-4,500
Fuel Tank (ℓ)	54	←	52
Max. Motor Power (kW)	-	-	47.7
Max. Motor Torque (Nm)	-	-	264
Max. System Output (PS/rpm)	-	-	235 / 5,500

Model	Displacement (cc)	Curb weight (kg)	Tire (inch)	Fuel efficiency reported to the government (km/ℓ)				
				Combined	City	Highway	CO <sub>2</sub> emissions (g/km)	Grade
Smartstream G1.6T 2WD (7-DCT)	1,598	1,535	17	12.5	11.5	13.9	133	3
	↑	1,555	18	12.5	11.5	13.8	133	↑
	↑	1,575	19	12.0	10.9	13.6	139	↑
Smartstream G1.6T 2WD (7-DCT) + Built-in cam	1,598	1,555	18	12.3	11.3	13.7	135	3
	1,598	1,590	17	11.6	10.7	12.8	144	3
	↑	1,610	18	11.3	10.2	12.9	148	4
Smartstream G1.6T AWD (7-DCT)	↑	1,630	19	11.2	10.1	12.7	150	↑
	1,998	1,630	17	14.3	12.7	16.7	133	2
	↑	1,650	18	14.3	12.7	16.8	133	↑
Smartstream D2.0 2WD (8-speed A/T)	↑	1,670	19	13.9	12.3	16.4	137	↑
	1,998	1,650	18	14.1	12.4	16.7	135	2
	↑	1,700	17	12.6	11.4	14.4	153	3
Smartstream D2.0 2WD (8-speed A/T) + Built-in cam	1,998	1,650	18	14.1	12.4	16.7	135	2
	↑	1,720	18	12.9	11.7	14.6	149	↑
	↑	1,740	19	12.4	11.2	14.1	155	↑
Smartstream G1.6T Hybrid 2WD (6-speed A/T)	1,598	1,625	17	16.2	17.0	15.2	99	1
	↑	1,645	18	16.2	17.0	15.2	99	↑
	↑	1,665	19	14.9	15.1	14.5	109	2
Smartstream G1.6T Hybrid 2WD (6-speed A/T) + Built-in cam	1,598	1,625	17	15.7	16.1	15.1	103	2
	↑	1,645	18	15.7	16.1	15.1	103	↑
	1,598	1,690	17	14.7	14.7	14.6	111	2
Smartstream G1.6T Hybrid AWD (6-speed A/T)	↑	1,710	18	14.7	14.7	14.6	111	↑
	↑	1,730	19	14.3	14.4	14.1	114	↑

**Maintain a constant speed to drive more efficiently.**

※ Trims not indicated as having a built-in cam installed would have the same fuel efficiency even if a built-in cam were installed.

-The fuel economy described above is based on the standard model and may differ during actual driving depending on road conditions, driving technique, cargo load, vehicle maintenance, and outdoor temperature. -Some of the images presented here include optional specifications, so their appearance may differ from the car you purchase. -The specifications, colors, and sources presented here may be modified to improve vehicle exterior and performance. -The engine performance described above is the "Net Number," a new measure reflecting exhaust resistance that complies with legislation enforced by Korea's Ministry of Land and Transport since 1997. It can be marginally lower than "Gross Output Number," the previous measurement. -Leather seats include some synthetic leather. -Vehicle colors presented here may differ from actual appearance. -The specifications listed in this brochure may change depending on the model, and they may apply to a car fitted with optional equipment. Please refer to the appropriate price chart for additional information. -Hyundai Motor Company is committed to fair trade practices, with the same price and quality of vehicles nationwide. -Use of engine oil or fuel that is of low quality may result in damage to the vehicle. -For more information about the new technologies and specifications described in this brochure, please refer to a user's manual.

Unit: mm, Wheel tread measurement made using 235/55R19 tires  
\* ( ) in the tread figure is based on 17-inch wheels  
\* N Line comes standard with 19-inch wheels \* N Line's overall length is 4,650mm

### TUCSON Hybrid Warranties

#### Warranty for Hybrid parts

10-year/200,000-kilometer warranty  
- Electric motor,  
Hybrid high-voltage battery  
HPCU (Hybrid Power Control Unit)

#### Guaranteed vehicle trade-in rate program

Customers may choose to apply for this program upon purchasing a vehicle. It focuses on customer satisfaction by providing a high guaranteed vehicle trade-in rate for customers who purchase another vehicle from Hyundai Motor within three years of applying for program membership.  
- Eligibility: First-time purchasing customers (excluding Hyundai Motor employees, individuals, entrepreneurs, procurement-related purchasers, etc.)  
- Standard guaranteed trade-in rate:  
Under 1 year: 77%  
Under 2 years: 70%  
Under 3 years: 64%

※ The benefits offered through the warranties above may be subject to change.  
※ Contact a branch or dealership for details.



The advanced technology of Hyundai's Bluelink system helps keep both the driver and the vehicle safe in any situation.

Bluelink is always there to keep you safe, regardless of the location or time of day. Experience the unique joy of safe and comfortable driving.

#### Remote control

In the extremely hot summer or cold winter months, you can link your smartphone to the air conditioner or heater to set and control the temperature inside the vehicle. Enjoy a pleasant driving experience with Bluelink.

#### Safety security

The Bluelink Center works 24 hours a day, 365 days a year. If an airbag opens due to an accident, the Center automatically detects your location and takes appropriate actions according to the situation, such as contacting the police, ambulance, insurance company, etc.

#### Vehicle management

Services include real-time trouble detection while the vehicle is running and regular vehicle inspections on pre-arranged dates. In the event of vehicle trouble, immediate professional consulting is available, and you may conveniently make reservations for repair at the time and location of your choice.

#### Navigation

This function enables the driver to conveniently search for destinations through voice command and suggests optimum routes based on an independent analysis of real-time traffic information. The driver can search a database of up-to-date information to find even newly created destinations.

#### Streaming services

Passengers can enjoy not only audio content from mobile apps such as Genie Music, Melon, and Podbbang but also a wide range of video content (YouTube, U+ Mobile TV, WATCHA, and Wavve) from the comfort of the vehicle. (High-quality audio and OTT & video streaming are add-on services).

\*Free of charge for 5 years for first-time Bluelink members after vehicle purchase. Light Service(emergency call, airbag deployment notification, monthly report, traffic data, etc.) is provided free of charge for additional five years. \*Inquiries: Bluelink Kakao Talk Customer Service Center(enter 'Bluelink' in Kakao Talk search screen and add as friend)

\*Certain functions (Digital Key 2, Hyundai CarPay, OTA(over-the-air) software updates, and wireless infotainment system updates) are provided only to Bluelink members. \*Over-the-air software update is available during the Light Service period.

\*High-quality audio and OTT & video streaming are add-on services that require a separate purchase of Bluelink's streaming data plan. You must also link your streaming platform (Genie Music, Melon, WATCHA, Wavve, or YouTube Premium) accounts to the app or car. U+ Mobile TV and YouTube (not Premium membership) can be used without logging in.



TUCSON  
Digital Catalogue  
(PC/Tablet)



TUCSON  
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Hyundai Motor Company ranked first in the 2023 National Customer Satisfaction Index (NCSI) across all segments (semi-midsized, midsized, semi-full-size, full-size, compact RVs, large RVs, and EVs).



2023 Korean Customer Satisfaction Index (KCSI)  
Ranked 1st in the sedan category for 30 consecutive years  
Ranked 1st in the RV category for 20 consecutive years  
Ranked 1st in the city car and EV categories



2023 KS-QEI  
(Korea Standard-Quality Excellence Index)  
Ranked first in 10 categories  
(all sedan; SUV: compact, semi-midsized, and full-size; E-segment luxury sedan; full-size luxury SUV, EV, AS).



Ranked first place in the automobile warranty service category of the 2023 Korean Standard-Service Quality Index (KS-SQI) for 9 consecutive years