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**Hyundai Collection Wins Two Red Dot Award 2015 Design Titles**

* *Hyundai Motor wins two Red Dot Awards in the Design Concept category*
* *Hyundai Collection receives a ‘Best of the Best’ award including a Winner accolade by Red Dot jury*
* *Hyundai models including New Generation i20 and Sonata also rewarded by Red Dot Award, validating Hyundai Motor’s brand and design*

**Sept. 24, 2015 -** Hyundai Motor Company, the fastest growing automaker by brand value, received international recognition for its design concepts of Hyundai Collection from the Red Dot Design Award 2015. The Hyundai Collection won two Red Dot Award 2015 titles in the ‘Design Concept’ category, including one design concept being awarded as the ‘Best of the Best’.

Hyundai Collection Stool claimed the prestigious ‘Best of the Best’ title in the ‘Furniture’ field, a higher award among winners within the Design Concept category. In addition to the ‘Best of the Best’ title, the Hyundai Collection itself was acclaimed as the ‘Winner’ of the Red Dot Award 2015 in the ‘Recreation’ field. The Hyundai Collection includes simple yet unique designs of lifestyle items such as the Stool, Lunch Box Set, Flask, and Spoon Set.

Hyundai Collection is consisted of various lifestyle gadgets delivering Hyundai Motor’s brand to customers. The collection is inspired from the ‘Modern Premium’ brand direction providing new values and experiences to customers. Hyundai Motor seeks to find unique ways to go beyond

what customers expect within the cars and beyond. The exhibition of the Hyundai Collection is one of the elements that aim to deliver the brand experience with customers.

Won-Hong Cho, Executive Vice President of Hyundai Motor, commented, “We constantly aim to provide exceptional brand experiences to our customers. This unprecedented recognition from the Red Dot Design Award jury highlights the progress Hyundai Motor has been making in engaging with customers through our brand interactions.”

Hyundai Collection, which will be exhibited in the Red Dot Design Museum in Singapore for a year, is also exhibited at the company’s brand showroom, Hyundai Motorstudio Seoul and a second studio in Moscow which opened early this year. The aim of the Hyundai Motorstudio is to create a new type of brand experience for Hyundai customers. Both studios feature newly-curated retail and cultural experiences along with exhibits that communicate the company’s future brand direction and aspirations by engaging with the visitors.

The Red Dot Design award identifies outstanding designs across various disciplines and categories in which Hyundai Motor also gained recognition for the recent models including New Generation i20 and Sonata early this year in the for its design excellence.

For more than 60 years, the Red Dot Design Awards have been recognized globally as a signature of design uniqueness and excellence. The sought-after prizes of the Red Dot Award went to the Hyundai Collection after a rigorous judging process which involved more than 4500 entries from 61 countries this year.

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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, 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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