Hyundai Elantra Wins 2016 International Design Award

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designs

July 2, 2016 - The 2017 Hyundai Elantra received the 2016 International Design Excellence (IDEA®) Bronze in the Automotive & Transportation 2016 Category for its outstanding and unique design.

The 2017 Hyundai Elantra is among more than 1,700 designs projects from 30-plus countries that competed in IDEA 2016. Jury Chair Cameron Campbell, IDSA, led a team of global design experts from June 3 to 6 at the iconic Henry Ford Museum in Dearborn, MI to judge more than 600 finalists. The result—26 Gold; 47 Silver; and 63 Bronze IDEA winners that span a wide range of 21 categories such as social impact; medical and scientific innovations; transportation; home and garden; office; personal accessories; children’s products; sporting goods; and much more. “I value the critical discussions with my peers from diverse disciplines in defining the best of design,” said Campbell.

“This top honor for the 2017 Elantra shows that Hyundai Motor is committed to creating bold and extraordinary designs,” said Peter Schreyer, President and Chief Design Officer of Hyundai Motor Group. “This award for the 2017 Elantra makes us proud and is a great recognition for our design leadership.”

IDEA® is a premier international design competition, recognizing and promoting design excellence across a wide array of industries and disciplines conducted annually by the Industrial Designers Society of America (IDSA). IDEA judging is based on the following criteria of Design Excellence: Design Innovation, Benefit to the User, Benefit to the Client, Benefit to Society and Appropriate Aesthetics.

The 2017 Hyundai Elantra, offered as a traditional compact sedan, an efficient turbocharged Eco model and a performance-minded upcoming Sport edition, sports a bold aerodynamic design with a comprehensive suite of safety features, modern interior styling with class-above features and user-friendly technologies.

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**Hyundai Motor America**

Hyundai Motor America, headquartered in Fountain Valley, Calif., is a subsidiary of Hyundai Motor Co. of Korea. Hyundai vehicles are distributed throughout the United States by Hyundai Motor America and are sold and serviced through more than 830 dealerships nationwide. All Hyundai vehicles sold in the U.S. are covered by the Hyundai Assurance program, which includes the 5-year/60,000-mile fully transferable new vehicle limited warranty, Hyundai’s 10-year/100,000-mile powertrain limited warranty and five years of complimentary Roadside Assistance. Hyundai Blue Link Connected Care provides owners of Hyundai models equipped with the Blue Link telematics system with proactive safety and car care services complimentary for one year with enrollment. These services include Automatic Collision Notification, Enhanced Roadside Assistance, Vehicle Diagnostic Alert, Monthly Vehicle Health Report and In-Vehicle Service Scheduling.

**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 2015 sold 4.96 million vehicles globally. With more than 110,000 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 and IONIQ, the world’s first model with three electrified powertrains in a single body type.

More information about Hyundai Motor and its products can be found at:

<http://worldwide.hyundai.com> or <http://globalpr.hyundai.com/>

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