Hyundai Motor Establishes Project IONIQ Lab to Drive Future Mobility Innovation

* Project IONIQ Lab gathers top academics to forecast trends of future mobility
* Lab identifies megatrends likely to impact the car industry in 2030
* Through Project IONIQ Lab, Hyundai Motor works to enhance the lives of its customers

July 22, 2016 – Hyundai Motor has set out the structure, focus and first ideas of its newly-established Project IONIQ Lab in Korea. Project IONIQ Lab sets out to explore future mobility solutions through innovation, research and academic projects. It is a part of Hyundai Motor’s Project IONIQ, a long-term research and development project that predict changes in future mobility announced previously in this year’s Geneva Motor Show.

The open innovation organization enables cooperation among Hyundai Motor, academic bodies and universities. Through the Lab, Hyundai Motor will work to suggest ideas for innovative technologies and concepts of future mobility that will enrich our daily lives.

Wonhong Cho, Executive Vice President of Hyundai Motor Company said: “We are happy to announce the opening of the ‘Project IONIQ Lab’, which extends our efforts to understand future mobility and influence the concept of ‘freedom in mobility’. Hyundai Motor will advance theoretical and practical understanding, innovating to develop future mobility solutions tailored to our customers’ lifestyles.”

The Lab will explore four key areas: freedom to use mobility whenever and wherever; freedom to connect to everyday life while on the move; freedom from accidents and inconveniences; and freedom from environmental pollution and energy exhaustion.

The Project IONIQ Lab will be led by Dr. Soon Jong Lee, Professor of Seoul National University and Head of Korea Future Design & Research Institute, who will be supported by 10 researchers and 10 consultant experts. The group has already issued its first collective output, a summary of \*12 future ‘megatrends’ that are likely to affect the car industry in 2030.

From a ‘hyper-connected society’ and ‘eco-ism’ to the ‘decentralization of power’ and ‘mega-urbanization’ the megatrends set out the Project IONIQ Lab’s vision of the world, explaining how mobility will interact with each trend.

Through the new Project IONIQ Lab, Hyundai Motor will predict changes in future mobility and study possible scenarios; develop new types of mobility according to changes in society and people’s lifestyles; and create new service models and mobility experiences to extend the role and definition of ‘cars’.

\*12 future mega trends are included in detail within a separate attachment.

-Ends-

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/>

Contact

Global PR Team

Globalpr@hyundai.com

[www.hyundaiglobalnews.com](http://www.hyundaiglobalnews.com)

+82 (0)2 3464 2152 ~ 2160