

**The All-New Hyundai KONA: Sleek, sharp and progressive**

* The All-New KONA features a progressive appearance that inherits Hyundai’s new design identity
* The Cascading Grille and a twin headlamp in the front creates a unique character
* KONA is Hyundai Motor’s first B-segment SUV, set to launch in the summer of 2017

April 27, 2017 – Hyundai Motor is unveiling further details of the All-New KONA ahead of its world premiere in the coming months. The All-New KONA continues Hyundai’s new design identity while adding its progressive character to create a unique proposition in the sub-compact SUV segment.

The All-New KONA’s front is expressive and powerful, adopting Hyundai Motor’s new family identity, the Cascading Grille. The new twin headlamp enhances the visual impact, with the LED Daytime Running Lights positioned on top of the LED headlights. The separated lights at the front deliver a confident, progressive appearance with sleek and sharp shapes.

The All-New KONA will set new standard for compact SUV segment. It provides better visibility for drivers increasing driving comfort, while agile driving dynamics will provide better ride and handling experience for the customers.

The imminent arrival of KONA marks Hyundai Motor’s bold first move into the B-SUV segment and leads the wider expansion of its SUV range. The KONA name continues Hyundai’s tradition of naming crossover and SUV models after acclaimed travel destinations – notably the Creta, Santa Fe, Tucson and Veracruz – with the new compact SUV reflecting many of the lifestyle attributes of the desirable KONA district on the Big Island of Hawaii.

Further information about the All-New Hyundai KONA will be released in the near future, with the official unveiling scheduled for the summer of 2017.

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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 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 2016 sold 4.86 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.