

**Hyundai Motorsport Set to Go Electric**

* Hyundai Motorsport has begun work on an electric race car, heralding a new era of motorsport for the company
* It is the first-ever electric vehicle to be created by Hyundai Motorsport from its Alzenau-based headquarters
* The car will make its first appearance on the media day at the International Motor Show (IAA) in September.

**ALZENAU, August 6, 2019 –** Hyundai Motorsport has begun work on its first ever electric race car in an exciting new project that will herald a new motorsport era for the company.

The car, which has been designed and built at Hyundai Motorsport’s headquarters in Alzenau, Germany, will break cover for the first time on September 10, the media day of the International Motor Show (IAA) in Frankfurt.

The move to electric continues the growth of Hyundai Motorsport, which has become well established in rallying and circuit racing since its inception in 2012. The multiple rally-winning WRC team, now in its sixth season, is currently leading a closely fought Manufacturers’ Championship.

The company also boasts a successful Customer Racing division, established in September 2015, which has developed the competitive i20 R5, i30 N TCR and Veloster N TCR cars that have between them claimed victories and championships in motorsport series around the world.

The first glimpses of the new car can be seen in videos published on Hyundai Motorsport’s Social Media channels, offering a hint of what is to come at the official reveal next month.

Mirroring the move towards hybrid technology and electrification in the automotive industry, motorsport has also ventured into new territory in recent years with the introduction of electric and hybrid series and regulations. This exciting new chapter promises to showcase Hyundai’s high-performance capabilities, its green technology credentials and its unwavering passion for motorsport.

“A new era is dawning at Hyundai Motorsport. For many months, our team in Alzenau has been working hard on an exciting electric vehicle and soon we will be able to share the fruits of these labours,” Andrea Adamo, Team Director said. “It promises to be a new chapter for our company, a natural extension to our motorsport activities, one that links closely to the current trends and innovations in the wider automotive industry. There’s not much longer to wait; all will be revealed at the IAA in Frankfurt in early September.”

- End -

**About Hyundai Motorsport GmbH**  
Established on 19 December 2012, Hyundai Motorsport GmbH is responsible for Hyundai’s global motorsport activities, including the FIA World Rally Championship (WRC) and Customer Racing projects. In WRC, Hyundai Motorsport quickly established a strong reputation taking victory in its debut season in 2014. The team amassed ten wins up to the end of the 2018 season and finished as runners-up in the manufacturers’ championship on three consecutive occasions. Since the establishment of its Customer Racing activities in September 2015, Hyundai Motorsport has become a trusted partner for teams and drivers looking for success on the rally stages or on racetracks around the world. From its competitive i20 R5 rally car to the competitive i30 N TCR, Hyundai Motorsport-built cars have claimed victory in several championships, including national rally series in France and Spain, as well as the teams’ and drivers’ titles in the inaugural FIA World Touring Car Cup (WTCR) season. Unified under Hyundai Motorsport, WRC and Customer Racing are together playing instrumental roles in driving Hyundai’s global high-performance N brand and are supporting an important perception shift for the Hyundai brand around the world.

**Further information about Hyundai Motorsport is available at:** http://motorsport.hyundai.com

To download high-resolution photos for editorial use, full drivers’ profiles, as well as other useful press information about the team please refer to:

<http://press.motorsport.hyundai.com/home>

**Username:** HMSGMedia

**Password:** Alzenau

**Contact**

**Thomas Villette** **James Broomhead**

PR Manager Press Officer

[tvillette@hyundai-ms.com](mailto:tvillette@hyundai-ms.com) [jbroomhead@hyundai-ms.com](mailto:)

+49-151-1135-4339 +49-173-729-0398

**About Hyundai Motor Company**

Established in 1967, Hyundai Motor Company is committed to becoming a lifetime partner in automobiles and beyond with its range of world-class vehicles and mobility services available in more than 200 countries. Employing more than 110,000 employees worldwide, Hyundai has sold more than 4.5 million vehicles globally. Hyundai Motor continues to enhance its product line-up with vehicles that are helping to build solutions for a more sustainable future, such as NEXO, the world’s first dedicated hydrogen-powered SUV.

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

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

**Disclaimer:** Hyundai Motor Company believes the information contained herein to be accurate at the time of release. However, the company may upload new or updated information if required and assumes that it is not liable for the accuracy of any information interpreted and used by the reader.

**Contact**

**Jin Cha**Global PR Team / Hyundai Motor Company

[sjcar@hyundai.com](mailto:sjcar@hyundai.com)

+82 2 3464 2128