

News Release

Hyundai Motor Group Announces Human-Centered Philosophy to Future Mobility at MIF 2019

- Hyundai CRADLE's Mobility Innovators Forum 2019 brings together leaders from various fields to discuss future opportunities
- Executive Vice Chairman Euisun Chung gives keynote speech at MIF 2019, emphasizes human-centered philosophy to shape future mobility
- Hyundai Motor Group to study human-centered quality of cities through advisory group and Future City Project

MENLO PARK, Calif. / SEOUL, November 7, 2019 – Hyundai Motor Group announced that its direction for future mobility will be shaped by a human-centered philosophy. In a keynote speech delivered by Executive Vice Chairman (EVC) Euisun Chung at the Mobility Innovators Forum (MIF) 2019, the Group announced its commitment to realize innovation for the progress of humanity.

Hyundai Motor Group believes that technology and innovation should be directed towards serving the needs of people. So this year's theme, human-centered mobility, was chosen to highlight the importance of designing new mobility concepts that support the flourishing of people and their communities.

"Cities and mobility services were developed for humans from the very beginning," said EVC Chung. "That's why we are making a wide range of efforts to study a human-centered future from a broader humanities perspective."

To this end, Hyundai Motor Group has set up the Human-Centered City Advisory Group that comprises of experts from various fields such as engineering, urban planning, and psychology. With input from the advisory group, Hyundai Motor Group has been developing a blueprint for future cities since early this year with the aim of publishing the research results by 2020. Hyundai Motor Group has also been conducting the 2050 Future City Project to make predictions on future cities in different regions to serve as a guideline for future smart city development.



2050 Vision: Future of San Francisco, as envisioned by Hyundai Motor Group's 2050 Future City Project

The Mobility Innovators Forum 2019 is a conference hosted by Hyundai CRADLE to bring together leaders from different disciplines like technology, energy, policy, design, and academia to discuss challenges and opportunities. This year's fourth annual event, held at Pier 27 in San Francisco, included networking meetings and a startup arcade with promising startups from around the world.

Speakers included architect Peter Calthorpe, H2Energy chairman of the board Rolf Huber, and Head of Uber Elevate Eric Allison, as well as Rimac Automobili Founder and CEO Mate Rimac and Grab co-founder Hooi Ling Tan.

Hyundai CRADLE is Hyundai Motor Group's corporate venturing and open innovation business, which partners and invests extensively in prominent global startups to accelerate the development of advanced future automotive technologies. CRADLE identifies early-stage startups that enable a range of disruptive and transformative innovations, including mobility services, artificial intelligence, robotics, smart energy, smart cities, and cyber security.

<MIF 2019 Program>

Opening Keynote	
	Euisun Chung Executive Vice Chairman, Hyundai Motor Group
Future City for Humanity	
Speaker	Peter Calthorpe Senior Vice President, HDR
Moderator	Darton Ito Director of Innovation, SFMTA

Future Role of Hydrogen for Future Cities and Society	
Speaker	Rolf Huber Chairman of the board of directors, H2Energy
Moderator	Jaimie Levin Director, West Coast Operations
Sustainable Mobility Beyond Multi-Modal	
Speaker	Carlo Van de Weijer Director, Eindhoven AI Systems Institute
Moderator	Rasheq Zarif Managing Director & Future of Mobility tech sector leader, Deloitte
Keynote	
	Hooi Ling Tan Co-Founder, GRAB
Application for New Air Mobility	
Speaker	Eric Allison Head of Uber Elevate
Moderator	Uma Subramanian CEO, Aero Technologies
Keynote	
	Mate Rimac Founder & CEO, Rimac
Panel Session: Interior is the New Exterior	
Panel	EulHo Suh Principal & Founder, Suh Architects KyungEn Kim Design Principal, Suh Architects Nuri Golan Managing Director, Lear Innovation Ventures David J. Byron Manager, Design + Innovation Strategy
Moderator	Grace Hwang Lecturer, Stanford School of Medicine

Prospect of Universal Mobility

Speaker	Marilyn Golden Senior Policy Analyst, Disability Rights Education & Defense Fund
Moderator	Susan Henderson Executive Director, Disability Rights Education & Defense Fund

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About Hyundai Motor Group

Hyundai Motor Group is a global corporation that has created a value chain based on automobiles, steel, and construction and includes logistics, finance, IT and service. With about 250,000 employees worldwide, the Group's automobile brands include Hyundai Motor Co. and Kia Motors Corp and Genesis. Armed with creative thinking, cooperative communication and the will to take on all challenges, we are working to create a better future for all.

More information about Hyundai Motor Group, please see: www.hyundaimotorgroup.com

More information about Hyundai Motor and its products can be found at:
worldwide.hyundai.com or globalpr.hyundai.com

Visit the Kia Motors Global Media Center for more information: www.kianewscenter.com

For more information on Genesis and its new definition of luxury, please visit <https://www.genesis.com>

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