

**Strictly Embargoed until 08:30 KST, December 16, 2020**

**Hyundai Motor Group Renews Its Website to Introduce Future Technology Leadership**

* ‘Hyundai Motor Group Tech’ website enables customers to explore the Group’s future technology and gain insights about its vision for the future of mobility
* **Site** contents include key technologies such as Mobility Device, Mobility Service, Essential Performance, Electrification, Fuel Cell, Convergence and others
* ‘Hyundai Motor Group Tech’ website is available in diverse languages including Chinese, English, Indonesian and Spanish

**SEOUL, December 16, 2020** – Hyundai Motor Group (the Group) today introduced its renewed ‘Hyundai Motor Group Tech’ website highlighting the key technologies driving its future mobility vision. The new digital platform is available in Chinese, English, Indonesian and Spanish as well as in Korean.

The website provides a detailed overview of key mobility technologies as well as the Group’s roadmap for technology development and deployment across a range of future mobility solutions. The site encompasses technologies used by the Group’s automotive brands - Hyundai, Kia and Genesis - as well as those held by the Group’s affiliates.

Reflecting preferences of website users, the Group has organized ‘Hyundai Motor Group Tech’ website into six key sections, which are further divided into 25 categories. The six sections include Mobility Device, Mobility Service, Essential Performance, Electrification, Fuel Cell and Convergence, which play vital roles in Hyundai’s vision of future mobility.

The Mobility Device section covers Urban Air Mobility (UAM), Purpose Built Vehicles (PBV) and the Hub - all essential to the Group’s innovative [vision for future cities](https://www.hyundai.com/worldwide/en/company/newsroom/hyundai-motor-presents-vision-for-human-centered-future-cities-through-smart-mobility-solutions-at-ces-2020-0000016363?selectedVal=&selection=&pageNo=16&searchKey=&rowCount=9&type=RES&type=IMG&listPageUrl=release.all) first introduced in January at 2020 CES.

The Mobility Service section explores the Group’s vision of ‘hyper-connected lifestyles’, facilitated by innovations in infotainment and connected vehicle services.

The Essential Performance section highlights the Group’s work in automotive fundamentals, such as powertrains, road-noise control along with Ride and Handling (R&H) technologies.

The Electrification section presents the Group’s its current and future eco-friendly vehicles, along with its vision for sustainability.

The Fuel Cell section showcase the Group’s vision for hydrogen energy and its applications, including a variety of fuel-cell electric vehicles as the group seeks to lead a paradigm shift toward clean mobility.

Lastly, the Convergence section details the Group’s vision for smart factories, smart cities, AI and other innovations, raising expectations towards the upcoming future mobility era.

As a digital platform, the Hyundai Motor Group Tech website offers easy-to-understand definitions, descriptions and development history of each technology to guide customers who want better understanding of the Group’s strategic direction and vision for future mobility.

Click on language ([Korean](https://tech.hyundaimotorgroup.com/kr/), [Chinese](https://tech.hyundaimotorgroup.com/cn/), [English](https://tech.hyundaimotorgroup.com/), [Indonesian](https://tech.hyundaimotorgroup.com/id/), [Spanish](https://tech.hyundaimotorgroup.com/es/)) to visit ‘Hyundai Motor Group Tech’ website.

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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](http://www.hyundaimotorgroup.com/)

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

[worldwide.hyundai.com](file:///C:\Users\sungjoon\AppData\Local\Microsoft\Windows\INetCache\Content.Outlook\KZS270L1\worldwide.hyundai.com) or [globalpr.hyundai.com](http://globalpr.hyundai.com/)

Visit the Kia Motors Global Media Center for more information: [www.kianewscenter.com](http://www.kianewscenter.com/)

For more information on Genesis and its new definition of luxury, please visit [https://www.genesis.com](https://www.genesis.com/)

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