

**Hyundai Motor reveals first glimpse of**

**all-new KONA N uncovered**

* First look at all-new KONA N reveals a powerful stance and high-performance design elements
* The ‘hot SUV’ will combine the driving fun of a Hyundai N model with the comfort and convenience of an SUV
* All-new KONA N features the modern design of the new KONA with the bold and dynamic language of the company’s N division

**SEOUL, March 10, 2021** — Hyundai Motor has revealed a glimpse of the all-new KONA N without its camouflage disguise. In a series of teaser images, fans and enthusiasts can enjoy a first look at the latest member of the brand’s high-performance N range.

The all-new KONA N will be the latest addition to the Hyundai N brand line-up, and the first N model with an SUV body type.

As the first images reveal, the ‘hot SUV’ boasts a sporty appearance, further emphasised by its wide, low stance. For the very first time, the Hyundai N division and Hyundai Design Center worked together to develop on an SUV body type, creating a product that clearly represents a powerful presence and driving fun. The all-new KONA N combines the modern design of the recently launched new KONA with the bold and dynamic language of the company’s N models.

The front view is dominated by large, sporty and iconic air intakes, and the new light signature gives Hyundai’s latest high-performance model an aggressive, powerful appearance. The lower grille defines the character of the bumper fascia: its shape is inspired by an aeronautic fuselage and extends to the side of the car, emphasising its aerodynamic efficiency and speed. An N logo on the unique upper grille completes the look.

At the rear, a large double-wing roof spoiler for enhanced downforce gives spice to the rear view. It also incorporates a third, triangular brake light, as is customary with N models. Large N dual exhaust mufflers fully express the model’s high-performance spirit. Lower down on the rear bumper, a large diffuser enhances the airflow departure. The sporty appearance is further emphasised through body-coloured fenders, bringing KONA N visually closer to the ground.

The all-new KONA N is equipped with the eye-catching features reserved for N models, such as exclusive alloy wheels and red accents that embellish the side sills.

The all-new KONA N will be the latest addition to the Hyundai N family, Hyundai’s high-performance, motorsport-inspired line-up. It will also expand the successful Hyundai SUV family.

More information will be revealed soon.

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**About Hyundai Motor Company**

Established in 1967, Hyundai Motor Company is present in over 200 countries with more than 120,000 employees dedicated to tackling real-world mobility challenges around the globe.

Based on the brand vision ‘Progress for Humanity,' Hyundai Motor is accelerating its transformation into a Smart Mobility Solution Provider.

The company invests in advanced technologies such as robotics and Urban Air Mobility (UAM) to bring about revolutionary mobility solutions, while pursuing open innovation to introduce future mobility services.

In pursuit of sustainable future for the world, Hyundai will continue its efforts to introduce zero emission vehicles equipped with industry-leading hydrogen fuel cell and EV technologies.

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

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

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