

**Hyundai Motor Offers First Peek at STARIA,**

**New MPV with Premium and Futuristic Design**

* Hyundai’s new MPV model is equipped with futuristic design cues and space innovation providing premium in-car experience

**SEOUL, March 11, 2021** — Hyundai Motor Company today unveiled the teaser images of STARIA, the brand’s new multi-purpose vehicle (MPV) lineup. The images show the STARIA Premium, a high-end variant of STARIA standard model.

The STARIA name combines ‘star’ and ‘ria’[[1]](#footnote-2), in reference to the vehicle’s future-oriented product values and streamlined design characteristics defined by one curve gesture silhouettes as well as clean and pure body volume.

STARIA reflects Hyundai’s commitment to lead the future mobility industry as a Smart Mobility Solution Provider, under the brand’s vision of ‘Progress for Humanity.’ STARIA is equipped with various driver-centric features and futuristic design elements that deliver new experiences for drivers and passengers that make time in transit more productive and worthwhile.

STARIA offers a strikingly futuristic and mysterious exterior, resembling a spaceship. The front is highlighted by a long, horizontal daytime running light and headlamps positioned underneath. The spaceship vibe is echoed by its expansive panoramic windows and lower belt lines, underscoring the openness of the interior. The height of the cabin is also optimized for premium comfort and convenience, making it ideal for both business and family use.

“STARIA is Hyundai’s new MPV lineup that opens up a new mobility era,” said SangYup Lee, Senior Vice President and Head of Global Hyundai Design. “STARIA will provide a completely new experience and value proposition for customers through its unprecedented design features.”

STARIA Premium, which will be available in select markets, takes mobility to the next level, sporting premium features and variant-exclusive finishes for a more luxurious look and feel.

Hyundai Motor will unveil more details regarding design features of STARIA and STARIA Premium in the coming weeks.

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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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1. The definition of ria is “a long narrow area of water formed when a river valley floods” (source: The Oxford Advanced American Dictionary) [↑](#footnote-ref-2)