

**STRICTLY EMBARGOED UNTIL JUNE 3rd 08:30 KST**

**Hyundai Motor Celebrates World Environment Day**

**through Video Highlighting Hydrogen Vision, Featuring BTS**

* Hyundai Motor today released a trailer video for its global hydrogen campaign themed ‘For Tomorrow, We Won’t Wait,’ featuring pop icon BTS
* The full video will premiere on World Environment Day through Hyundai’s official YouTube channel
* The video promotes eco-friendly practices for daily life and highlights Hyundai’s vision for a hydrogen society
* Hyundai Motor aims to inspire people to take voluntary action to protect the Earth

**SEOUL, June 3, 2021** — Hyundai Motor Company today released a new trailer video for its global hydrogen campaign themed ‘For Tomorrow, We Won’t Wait,’ featuring pop icon BTS. The video was unveiled through Hyundai’s official YouTube channel ([Link](https://youtu.be/aU4sD9fFHfk)) and Instagram @hyundai.lifestyle.

The full version of the video will premiere on Hyundai’s [official](https://www.youtube.com/channel/UC5f97D60yHa7UE9rFfbej8g) YouTube channel ([Link](https://youtu.be/oifbZLyfAYY)), at 00:00 KST on June 5, 2021. The full video shows more interesting stories beyond the trailer and will be available on Hyundai’s various social media channels as well.

With this film, Hyundai will amplify messages first shared in the campaign’s manifesto video released on Earth Day in April. The campaign, which was initiated on Earth Day 2020, promotes eco-friendly practices for daily life and Hyundai Motor’s vision for building a clean hydrogen society as part of a sustainable future.

“We hope our efforts to promote the development of a hydrogen society will not only resonate with Millennials and Gen Z but will also help to protect our world for generations to come,” said Thomas Schemera, Executive Vice President and Global Chief Marketing Officer at Hyundai Motor. “Hyundai Motor will continue to strengthen the global leadership of clean mobility and hydrogen energy through eco-friendly focused businesses.”

The video, featuring members of BTS, Millennials and Generation Z, will explain how hydrogen has proven its capability as an eco-friendly energy source that is both safe and clean, and is a renewable resource for a sustainable future.

Through this campaign, Hyundai will enhance the interactive communication with Millennials and Generation Z, who lead the sustainable future with positive energy.

With its diverse activities, such as this campaign, Hyundai Motor is committed to fostering a hydrogen society as part of its efforts toward a sustainable future under the company’s vision of Progress for Humanity. Details about the global campaign are available on Hyundai Motor’s [global website](https://www.hyundai.com/worldwide/en/brand/hyundai-bts-wewontwait) and Instagram @hyundai.lifestyle.

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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>

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.

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