

**Hyundai Motor’s IONIQ 5 and STARIA Win**

**GOOD DESIGN Awards**

* Hyundai sweeps awards in five different categories, with its newly introduced dedicated BEV and MPV models to be honored in the transportation category
* Awards reflect competitiveness of Hyundai’s design identity in the global market

**SEOUL, January 11, 2022** — Hyundai Motor Company announced it has received multiple accolades at 2021 GOOD DESIGN Awards, with its IONIQ 5 and STARIA models both selected as winners in the transportation category. Hyundai Motor also triumphed across several other categories, including interactive media, household, mobile applications and graphic design.

“We are greatly honored to be recognized by GOOD DESIGN Awards for these very important vehicles and innovations,” said SangYup Lee, Executive Vice President and Head of Hyundai Global Design Center. “This honor speaks to the outstanding work of our design dream team, who put their passion and heart into this project and also our R&D center engineers who made this achievement together. It also reflects the competitiveness of Hyundai’s design identity in the global marketplace.”

IONIQ 5 is Hyundai Motor’s midsize crossover utility vehicle built on a dedicated battery electric vehicle (BEV) platform. Its progressive design explores a new EV typology that has been well received by consumers around the world. Hyundai’s signature Parametric Pixels on the vehicle’s exterior lightings provide a distinct, modern style while representing IONIQ 5’s timeless design value.

A ‘Living Space’ theme runs throughout IONIQ 5’s interior, most notably embodied by the Universal Island, a moveable center console, and flat floor where the batteries are stored. Many of its interior touchpoints, such as seats, headliner, door trim, floor and armrest, are made of eco-friendly materials, reflecting Hyundai’s commitment to a more clean and sustainable future for all.

STARIA, Hyundai’s multi-purpose vehicle (MPV) lineup, boasts a strikingly futuristic and mysterious exterior that evokes a spaceship. A single stroke running from front to rear is reminiscent of the curve of light that illuminates the Earth’s horizon at sunrise when viewed from space.

The cruise ship-inspired interior of STARIA delivers a unique atmosphere that focuses on the driver’s convenience and passengers’ comfort. The lowered beltlines and panoramic side windows improve overall visibility and create a feeling of openness. This sense of spaciousness, inspired by traditional Korean ‘hanok’ architecture, allows passengers to feel as if the outside scenes are an extension of the vehicle interior.

Below is a list of Hyundai Motor’s products and innovations that earned recognition at 2021 GOOD DESIGN Awards.

Transportation category

* IONIQ 5
* STARIA
* E-Pit Ultra Fast Charging Station

Interactive media category

* Hyundai Infotainment System – Aqua Design
* Hyundai EV Infotainment System – Jong-e
* Hyundai N Infotainment System

Household category

* HTWO Hydrogen Power Generation System

Mobile applications category

* Hyundai Connectivity Application – Bluelink

Graphic design category

* Hyundai Brand Collection

Celebrating its 71st anniversary, the GOOD DESIGN Awards program is one of the oldest design competitions in the world. Every year, the program selects a list of product designs and graphics that have chartered new directions for innovation and pushed the envelope for competitive products in the world marketplace. For more information about the GOOD DESIGN Awards, please visit the official website: <https://www.good-designawards.com/>

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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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