

News Release

Hyundai Motor Presents Future Robotics Vision at ‘BTS <Yet To Come> in BUSAN’ Concert to Show Support for World EXPO 2030 Bid

- Hyundai Motor shares its future mobility vision through a video showing quadruped robot Spot, which makes a surprise appearance at BTS concert, escorting members to the stage in Busan, Korea
- At BTS concert in Busan, Hyundai Motor displayed its ‘Goal of the Century’ carbon neutrality campaign T-shirt worn by BTS at a promotional booth
- The company is promoting Busan’s bid to host World EXPO 2030, a world’s fair

SEOUL, October 16, 2022 – Hyundai Motor Company has released a brand video featuring subsidiary Boston Dynamics’ quadruped robot Spot at global brand ambassador BTS’s WORLD EXPO 2030 BUSAN KOREA CONCERT BTS <Yet To Come> in BUSAN at Busan Asiad Main Stadium to promote its future mobility technologies.

Hyundai Motor, the concert’s official sponsor, and 21st century pop icon BTS took the opportunity to express support for Busan’s bid to host World EXPO 2030 and presented Hyundai’s future robotics vision by showing BTS meeting with Boston Dynamics’ robots.

The 3-minute 40-second video, produced especially for the concert, features seven Spots and humanoid robot Atlas dancing to BTS songs, as well as ‘ARMY (BTS Fandom)’ Spot’s journey to the concert with the aid of service robot ‘Dal-E’ and small mobility platform ‘MobED’. ([Video link 1](#), [Video link 2](#))

To the delight of fans in attendance, ARMY Spot also made a surprise appearance at the concert, escorting BTS members to the main stage.

Simulcast on Weverse, the video also introduced Hyundai Motor’s future mobility technologies to audiences who could not attend the concert and promoted Busan, Korea’s second-largest city and greatest port city, which is vying to host World EXPO 2030.

In addition, Hyundai Motor set up a brand booth at the concert venue where it presented the ‘Goal of the Century’ campaign, which kicked off in April for the upcoming 2022 FIFA World Cup. Displayed inside the booth were T-shirts worn by BTS members who are part of Team Century, a group of

ambassadors united toward the goal of global sustainability.

The company offered eco-bags motivated by Hyundai Motor's mobility platform MobED and BTS to visitors who registered as supporters of the Goal of the Century campaign, encouraging eco-friendly activities and showing its efforts toward carbon neutrality.

In addition, Hyundai Motorstudio Busan has been operating an exhibition related to the Goal of the Century campaign since October 6 and is actively promoting Busan at home and abroad for World EXPO 2030.

"Hyundai Motor and BTS have collaborated since 2018 and our latest effort aims to draw domestic and foreign support for hosting World EXPO 2030 in Busan," said Thomas Schemera, Global Chief Marketing Officer and Head of Customer Experience Division at Hyundai Motor Company. "We will continue to communicate with customers around the world about Hyundai's future mobility vision and enhance Korea's international status so that the World EXPO 2030 can be held in Busan."

In August 2021, Hyundai Motor Group was the first Korean conglomerate to establish a task force dedicated to supporting Busan's bid for World EXPO 2030 by conducting activities to attract support from member countries of the event organizer Bureau International des Expositions (BIE).

In July, the Group invited high-ranking officials from 10 major Latin American countries to Hyundai Motorstudio Busan to garner their support for Busan as a venue for World EXPO 2030 and screened official promotional videos at Hyundai and Kia booths during the Busan International Motor Show.

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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 Advanced Air Mobility (AAM) 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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