**a**

****

**Hyundai’s Upscaled All-new KONA Arrives with Roomier
Smart Space and High-tech Convenience Features**

* The upscaled model is available in multiple powertrain variants, including EV, HEV and ICE, with sporty N Line versions of each, depending on market and trim level
* The all-new KONA provides roomier and more versatile interior space for increased passenger comfort and easy cargo storage via its customizable smart power tailgate
* The sporty SUV elevates the customer experience with advanced technologies, such as Over-the-Air updates, 12.3-inch dual wide displays and various advanced driver assistance systems (ADAS)

**SEOUL, January 18, 2023** – Hyundai Motor Company today revealed details about its new generation KONA subcompact SUV for Korea, with information about the global model coming in March. The upscaled model is available in multiple powertrain variants, including all-electric (EV), hybrid electric (HEV) and internal combustion engine (ICE) with sporty N Line versions of each.

The development of the upscaled, futuristic all-new KONA started with the EV model — an unconventional approach for car design that reflects Hyundai Motor’s accelerated electrification strategy. In all of its variants, the all-new KONA is brimming with the latest technologies, comfort and convenience features.

“We make a KONA for practically everyone and every lifestyle, with a range of advanced powertrains and a host of technologies and design features that will add value to our customers’ daily lives,” said Heui Won Yang, Executive Vice President, Head of Total Vehicle Development Tech Unit at Hyundai Motor Company. “Hyundai is committed to providing an optimized mobility experience to satisfy the varied lifestyles of our customers.”

**Design elements that add sporty style and enhance performance**

From its shark nose to tailgate, the front and rear Seamless Horizon Lamps give the new model a harmonious and unique appearance for each variant. The EV variant is further differentiated by its Pixelated Seamless Horizon Lamps and is the first Hyundai model to apply this iconic design flourish.

The SUV’s sporty character is embodied by rugged wheel arch cladding with integrated front and rear lamps, side panels with dynamic wedge proportions and characteristic chrome molding that runs from the belt line to the spoiler. Its specially designed spoke 19-inch wheel design is a first for KONA.

The ICE and HEV variants carry over many of the EV’s design characteristics with a distinctive twist. The front bumper is distinguished by a three-dimensional garnish and skid plate instead of a radiator grill. The ICE and HEV variants also add contrasting black wheel arch cladding for emphasis.

The HEV variant uses upper and lower active air flaps (AAF), and the ICE variant has an upper active air flap for a drag coefficient improvement. The exterior active air flap conveys an EV-like appearance to the ICE and HEV while improving aerodynamic performance of both variants.

The performance-inspired N Line variant adds more aggressive front and rear designs with wing-shaped bumper, twin muffler and silver side skirt to emphasize its sporty image. Additional options include a black roof and 19-inch N Line exclusive alloy wheel design. Inside, the N Line variant is equipped with exclusive metal pedals and N-brand gear shift (TGS) lever.

**Bigger and smarter interior space**

The all-new KONA provides roomier, more versatile interior space for increased passenger comfort and easy cargo storage. The all-new KONA also provides the best-in-class space with 60 mm longer wheelbase length, 77 mm longer leg room and 11 mm higher headroom in the second-row seats, compared to the previous generation. The second-row shoulder room is 1,402 mm, also the largest in its class, providing the best habitability in ‘living space’ for passengers. KONA’s slim and rigid seats, which are only 85 mm thick, also add more living space for the second-row passengers.

In addition, the column-type electric shift-by-wire gear selector set behind the steering wheel allows more space for an open, clean console structure that can be used for cupholders or storage for big bags. The fully foldable second-row seat and rear compartment provide up to 723 liters (based on SAE) of cargo space to meet the highest level of customer needs with improved loading convenience.

The 12.3-inch integrated dual screen display supports ergonomically comfortable use, while the first-row’s relaxation comfort seat option is optimized for ‘weightless’ body pressure distribution to help alleviate fatigue after long-haul driving.

**Best-in-class technologies to provide more convenience**

The new generation KONA’s maintenance and system updates are easier than ever with electronic control technology through Over-the-Air (OTA) software updates. This allows car owners to save on cost and have their cars maintained with the latest software, providing an upgradable experience. Ambient light is also supported by OTA updates for maintenance and new features.

The customizable smart power tailgate opening is an added convenience for customers. Drivers can select the opening height and speed of the tailgate on the infotainment system screen as well as by pressing the close button for three seconds at the preferred height of the tailgate.

In addition, KONA’s integrated memory system for seat position settings and multiple charging ports, including the wireless charging system, also provide more convenient experiences. As part of the electronic control technology, the all-new KONA can be locked, unlocked and started through the Digital Key 2 Touch, using near-field communication (NFC) on smart phones or smart watches, which assures a high level of security.

**More assured safe driving with all-new KONA**

The all-new KONA brims with various advanced driver assistance systems (ADAS), such as Forward Collision-avoidance Assist (FCA), Lane Keeping Assist (LKA), Blind-Spot Collision Avoidance Assist (BCA), Safe Exit Warning (SEW), Intelligent Speed Limit Assist (ISLA), Driver Attention Warning (DAW) and Blind-spot View Monitor (BVM) and High Beam Assist (HBA)\*. It also equipped with various driving convenience functions, such as Smart Cruise Control (SCC), Navigation-based Smart Cruise Control (NSCC), Lane Following Assist (LFA) and Highway Driving Assist (HDA)\*.

For safe-assured parking, the all-new KONA provides various advanced technologies, such as Surround View Monitor (SVM), Rear Cross-Traffic Collision-Avoidance Assist (RCCA), Forward/Side/Reverse Parking Distance Warning (PDW), Reverse Parking Collision-Avoidance Assist (PCA) and Remote Smart Parking Assist (RSPA)[[1]](#footnote-2)\*.

Dimensions by variant:

|  |  |  |
| --- | --- | --- |
| **Item** | **All-new KONA ICE/HEV** | **All-new KONA EV** |
| Length | 4,350 mm | will be disclosed in March |
| Width | 1,825 mm |
| Height | 1,580 mm(equipped with 17-inch tires) |
| Wheelbase | 2,660 mm |

**Powertrain options**

For Korean customers, the ICE variant is available with a choice of either a 1.6T-GDi or 2.0L Atkinson engine. The 1.6T-GDi generates an estimated 198 ps and up to 265 Nm of torque. Continuously variable valve duration regulates valve opening according to driving conditions. The 2.0L engine produces an estimated 149 ps and up to 179.5 Nm of torque, paired with an Intelligent Variable Transmission (IVT) for maximum efficiency.

The HEV variant available in Korea is powered by a specially calibrated 1.6-L GDi direct injection engine paired with an electric motor that delivers impressive acceleration and high efficiency with a combined output of 141 ps and up to 265 Nm of torque.

More details about the all-new KONA for global markets, including the EV, will be disclosed in March.

– End –

***※ Editor’s note: Most of the information disclosed in this press release is based on Korean specifications. Product specifications and availability may differ by country and region.***

**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](https://urldefense.com/v3/__http%3A/worldwide.hyundai.com__;!!N96JrnIq8IfO5w!neyA2qaNavdPGTDD2yBvlQ1ZQiRAnNHE5Y2LWagYNHS5y_bZBUBopg1ExQnfANY4Z2lvvEIgxA$) or [http://globalpr.hyundai.com](https://urldefense.com/v3/__http%3A/globalpr.hyundai.com__;!!N96JrnIq8IfO5w!neyA2qaNavdPGTDD2yBvlQ1ZQiRAnNHE5Y2LWagYNHS5y_bZBUBopg1ExQnfANY4Z2lS7IhmMw$)

**Contact:**

**Sumin Joo**Global PR Contents Team / Hyundai Motor Company

sumin.joo@hyundai.com

+82 2 3464 8513

1. \* Availability of specifications and options described in the release may vary by trim, variant and market. [↑](#footnote-ref-2)