

Hyundai Motor to present the next stage of STYLE SET FREE at IAA 2019

- Hyundai to showcase electrified prototype displaying future pure electric design concept
- Hyundai Motorsport will tease the future of motorsport with the debut of its first electric racing car

Hyundai Motor will provide a glimpse into the future of mobility at the 2019 Frankfurt International Motor Show. The company will showcase its full electric design concept envisioning its future EV design direction. Hyundai Motorsport will also unveil its first ever electric racing car.

The cars of tomorrow will become individualised living spaces. At this year's IAA, Hyundai Motor will illustrate its personalized in-car customer experience strategy for future electric vehicles under the banner STYLE SET FREE. Hyundai envisions that future vehicles will offer customers more freedom to design their cars in a way similar to how people design their homes to better reflect their lifestyles. The company envisions that cars' interiors will be more customizable also during its lifecycle.

Hyundai presented the first steps of STYLE SET FREE earlier this year at CES in Las Vegas and at Milan Design Week. At the 2019 IAA, the brand will reveal the next stage of its future mobility vision by revealing its full electric concept car, which will demonstrate how Hyundai is rethinking mobility.

- With the first full electrified concept integrating STYLE SET FREE, as well as our first ever electrified race car, we are proud that Hyundai is once again showing a glimpse into the future of driving, while other manufacturers are still talking about it, says **Andreas-Christoph Hofmann**, Vice President Marketing & Product at Hyundai Motor Europe.

Hyundai to tease electrified future of motorsport

Hyundai Motorsport (HMSG) recently teased its first-ever electric racing car, designed and built at the company's headquarters in Alzenau, Germany. HMSG will exclusively unveil the vehicle at the 2019 IAA on the first press day. It will herald a new era of motorsport for the company.

Hyundai's exciting new model will take its place in the electrified future of motorsport. At the same time, it will underline the company's high-performance capabilities, green technology credentials and unwavering passion for motorsport.

About IAA

The Frankfurt International Motor Show (IAA) is the world's largest motor show, taking place every two years in the German city of Frankfurt am Main. With Hyundai's Design, R&D, vehicle testing, motorsport and commercial operations all based in the region, it is the company's home motor show in Europe. This year's IAA is the 68th edition and takes place from 10 to 22 September.