

News Release

Hyundai Motor Reveals Additional Design Details of STARIA

- STARIA is Hyundai's new MPV lineup with futuristic and iconic design
- STARIA is designed with 'inside-out' approach, reflecting recent shifts in consumer needs that prioritize the use of interior space
- Exterior gives seamless look defined by streamlined silhouette, panoramic windows and pure body volume
- Lounge-inspired interior offers premium styling and sense of openness
- The high-end model adds luxurious look and feel with variant-exclusive design cues and features

SEOUL, March 18, 2021 — Hyundai Motor Company today unveiled additional design features of its new multi-purpose vehicle (MPV) lineup, STARIA, ahead of its digital world premiere slated for the first half of 2021.

Designed for both families and businesses, STARIA provides next-level mobility solutions that make time in transit more accommodating, productive and worthwhile. Moreover, STARIA provides a preview of the space innovation that will be available through Purpose Built Vehicles (PBVs) in the future mobility era.

STARIA's overall look is based on an 'inside-out' approach, a new design methodology for future mobility that begins the design process with the interior and expands it to the exterior. This reflects Hyundai's response to recent shifts in consumer needs that prioritize the use of interior space.

Future-oriented, innovative exterior resembling a 'spaceship'

STARIA's exterior presents a futuristic, pure, streamlined silhouette, defined by a fluid curve running from front to back, inspired by the halo that illuminates Earth's horizon during sunrise when viewed from space.

STARIA's simple front is adorned with horizontal daytime running lights (DRLs) and a positioning lamp that together stretch across the width of the vehicle. The bold and wide radiator grille with unique patterns creates an instantly recognizable façade. Its sophisticated space-age appearance is further defined by low-set headlamps positioned on each side of the grille.

Hyundai uses the same body color for all frontal parts to maximize the vehicle's modern and pure style. The lowered beltlines and expansive panoramic windows on the sides improve overall visibility and provide a sense of openness. Inspired by the traditional Korean architectural style known as *hanok*, this sense of spaciousness makes passengers feel as if the outer scenes are connected to the inside.

The rear has a simple and pure look, with eye-catching vertical tail lamps as well as a wide rear window. The rear bumper is lowered to help passengers easily load and unload the cargo.

STARIA Premium adds exclusive design cues to provide a luxurious look and feel. The Premium model's radiator grille is designed with a unique mesh pattern. The chrome line around the cube-type, full-LED headlamps as well as the tinted brass chrome applied to the Hyundai emblem on the front, wheels, side mirrors and door handles highlight the vehicle's sophisticated and high-end styling. The variant-exclusive, 18-inch wheels include diamond patterns and graphics, emphasizing the model's premium and modern look.

The high-end model's rear combination lamps are applied with Hyundai's unique Parametric Pixel design and lamp-shape garnish on top, providing a connected feeling.

Premium and comforting interior with various functionalities

Inspired by the lounge of a cruise ship, STARIA's interior provides a luxurious feeling and relaxed space. The vehicle's innovative design architecture, with lower beltlines and expansive panoramic windows, creates a spacious, stimulating environment for passengers.

The driver-focused cockpit has a futuristic high-tech look with a 10.25-inch front display screen, touch-based center fascia and a button-type electronic shift lever. The digital cluster is located on top of the dashboard, providing an unobstructed view for the driver.

Storage space is available on top of the overhead console, bottom of the cluster, and top and bottom of the center fascia. The center console box is equipped with cup holders, USB ports and additional storage space for both driver and passengers.

The STARIA Premium model offers a variety of additional interior features that will transform the passenger's mobility experience. The 7-seater high-end model includes a one-touch relaxation mode on its second-row premium relaxation seats, automatically reclining to a seat posture that comfortably disperses the passenger's weight and improves overall body balance.

The 9-seater STARIA Premium has second-row seats with the added ability to swivel 180 degrees to face passengers in the third row. This offers a new mobility experience where passengers can talk while looking at each other.

The 64-color ambient mood lamp, available in all STARIA Premium variants, provides exceptional interior atmosphere. The harmonious direct and indirect lighting can be implemented on the cockpit, floor console, door and luggage trims to add to the premium feeling.

“STARIA is Hyundai’s first mass-produced vehicle model that is designed with the ‘inside-out’ design approach, said SangYup Lee, Senior Vice President and Head of Global Hyundai Design. “STARIA will provide a completely new experience and value proposition to customers through its unprecedented design and innovative features.”

Available in multiple variants and seating configurations to meet various needs

STARIA offers a number of seating arrangements, from 2-seater to 11-seater, making it suitable for both families and business use. STARIA Premium, a high-end variant, is available in 7-, 9- and 11-seat¹ configurations with exclusive design cues and interior upgrades.

STARIA Digital World Premiere

Hyundai will officially debut STARIA through a digital world premiere in the first half of 2021. More information about the world premiere will be revealed soon.

✂ Editor’s note: Design details and features provided in the press release and attached images may only be available in certain markets/regions.

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¹ The 11-seater STARIA Premium will only be available in Korea.



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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