

News Release

Hyundai Motor Unveils Design of All-Electric IONIQ 6, Electrified Streamliner with Mindful Interior Design

- Hyundai's new entry in its IONIQ dedicated BEV lineup brand realizes streamlined aesthetics and functional efficiency under the design theme of Ethical Uniqueness
- Cocoon-like cabin with comfort features and customizable lighting offers personalized and spacious interior space
- Single-curved aerodynamic profile and carefully crafted contours create Hyundai's lowest drag coefficient of 0.21¹
- IONIQ 6 introduces newly designed 'H' emblem and uses over 700 Parametric Pixels for uniqueness
- Sustainable materials applied to throughout, reflecting a commitment to clean mobility values

SEOUL, June 29, 2022 – Hyundai Motor Company today revealed the streamlined and timeless design of the highly anticipated IONIQ 6, the second model in its IONIQ dedicated all-electric-vehicle lineup brand. IONIQ 6, which Hyundai describes as an Electrified Streamliner, is aerodynamically sculpted and makes innovative use of sustainable materials to reflect today's EV customers' values.

Inspired by Hyundai's Prophecy EV Concept, IONIQ 6 is characterized by clean, simple lines and a pure aerodynamic form that Hyundai designers describe as *Emotional Efficiency*. IONIQ 6's electrified streamliner typology and mindful cocoon-like interior embody a silhouette for the new era of electric mobility, while the overall design theme of *Ethical Uniqueness* reflects Hyundai's customer-centric commitment to energy efficiency and environmental responsibility.

"IONIQ 6 connects an emotional convergence of functionality with aesthetics," said SangYup Lee, Executive Vice President and Head of Hyundai Design Center. "The distinctive streamlined design is the result of close cooperation between engineers and designers, with obsessive attention to detail

¹ When tested with 18-inch Summer Tire and Digital Side Mirror

and customer-centric values at the core. We have created the IONIQ 6 as a mindful cocoon that offers personalized place for all."

IONIQ 6's human-centric design is both ethical and unique

IONIQ 6 demonstrates ethical and unique design through energy efficiency and sustainable material usage. IONIQ 6 design was human-centric from the start, with the interior space developed simultaneously with the exterior form. Efforts were made to maximize and optimize the interior space, stretching it at the front and rear, resulting in a unique streamliner silhouette and spacious interior.

Like the award-winning IONIQ 5 before it, IONIQ 6 implements the Hyundai Look design strategy that gives each model a unique appearance, like chess pieces. By taking a customer-centric direction, Hyundai designs with diverse lifestyles in mind rather than with a one-style-fits-all approach.

Single-curved streamliner with sleek yet functional aesthetics

IONIQ 6 is an electrified streamliner that realizes the idea of Emotional Efficiency by simultaneously satisfying the customer's aesthetic and functional needs. The aerodynamically sculpted silhouette with simple yet sensuous curves offers a new typology for the EV mobility era.

IONIQ 6 has an ultra-low drag coefficient of just 0.21, assisted by its low nose, active air flaps at the front, wheel gap reducers, and optional slim digital side mirrors². Further aiding IONIQ 6's enviable aerodynamic aptitude is its elliptical wing-inspired spoiler with winglet, slight boat-tail structure, and separation traps on both sides of the rear bumper. Even underneath the car, the endeavor to achieve better aerodynamics is evident in the full cover of the undercarriage, optimized deflectors and reduced wheel-arch gap.

IONIQ 6 also integrates over 700 Parametric Pixels in various places, such as headlamps, rear combination lamps, front lower sensors, air vent garnishes and center console indicator, to reinforce the IONIQ brand's identity throughout the vehicle.

The rear wing's Parametric Pixel High-Mounted Stop Lamp (HMSL) delivers an eye-catching light execution when the brakes are applied. To further highlight IONIQ 6's uniqueness, the newly designed Hyundai 'H' badge is applied on the front and rear of the vehicle.

Cocoon-inspired interior accommodates a mindful personal space on wheels

IONIQ 6's cocoon-shaped interior serves as both a comfortable hideaway and personal space, replete with practical features and sustainable materials to facilitate a mindful, eco-friendly mobility

² Available in select markets only

experience and lifestyle.

Hyundai Motor Group's Electric Global Modular Platform (E-GMP) enabled the designers to stretch the interior, front and rear, to create optimized legroom and spaciousness that lets passengers stay comfortable in the vehicle. The Platform also allows for a completely flat floor, giving expansive feeling.

The user-centric interior architecture is exemplified by an ergonomically designed control unit that is centrally located to reduce distraction and spur safe, intuitive driving. The modular touchscreen dashboard integrates a 12-inch full-touch infotainment display and 12-inch digital cluster. A bridge-type center console provides convenient and generous in-car storage.

Dual Color Ambient Lighting provides overall illumination for IONIQ 6 interior. Users can choose from a spectrum of 64 colors and six dual color themes developed by color experts to help drivers and passengers feel relaxed and comfortable. The 4-dot Interactive Pixel Lights on the steering wheel enable easy communication between the driver and vehicle.

The removal of buttons from the front doors provided more breathing room and more storage. Transparent accents on the crash pad garnish, door map pocket and console lower cover further accentuate the sense of spaciousness and uniqueness.

Eco-friendly materials applied to various touchpoints for sustainability

In line with IONIQ 6's Ethical Uniqueness theme and inspired by today's eco-conscious consumers, the designers applied sustainable materials to the exterior, including recycled pigment paint from end-of-life tires to the cladding and bamboo charcoal pigment paint to the body.

IONIQ 6's interior is also trimmed in sustainable materials and colors. Depending on the trim level, these include eco-process leather (seats), recycled PET fabric (seats), bio TPO skin (dashboard), bio PET fabric (headliner), bio paint derived from vegetable oils (doors), and recycled fishing net carpet — the latter is a first for the IONIQ brand.

IONIQ 6 on digital billboard and World Premiere

Upon the design reveal, Hyundai Motor releases immersive and impactful design 3D digital film at three global landmark billboard sites simultaneously. The film, featuring IONIQ 6's streamlined design and flexible interior space, can be viewed at K-POP Square in Seoul, Piccadilly Circus in London, and the Big Kahuna in New York Times Square.

The IONIQ 6 world premiere will take place in July, when Hyundai will reveal the full specifications, including the electrified streamliner's features and advanced technologies.

For more information on IONIQ 6, please visit the Campaign page: <https://ioniq6.hyundai.com>.

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** Editor's note: Availability of design characteristics described in this release may vary by trim 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 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.

Contact:

Jin Cha

Global PR Team / Hyundai Motor Company

sjcar@hyundai.com

+82 2 3464 2128