

News Release

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Hyundai Motor Wins Six iF Design Awards for Innovative Digital Communication Content and CES Exhibition

- iF Design Award honored Hyundai Motor's prominent marketing communication efforts for IONIQ 6 video, digital billboard display, website design and online user experience
- The prestigious international competition also recognized Hyundai IONIQ 5 robotaxi global campaign and booth design for Hyundai Motor's CES 2022 exhibition
- This is the ninth year in a row that iF Design Award has honored Hyundai Motor overall, reflecting the company's commitment to design innovation and leadership

SEOUL, May 5, 2023 – In a year when Hyundai Motor Company picked up 19ⁱ iF Design Awards for innovative cars and concepts, its six items of the company's marketing projects hoisted for its creative work in digital and physical spaces, demonstrating the breadth and depth of the company's forward-thinking work.

Hyundai Motor earned several of the prestigious iF Design Awards in the Communication and User Experience (UX) categories for its work promoting the company's acclaimed IONIQ 6 all-electric vehicle, which itself earned a 'Gold' award in the Product category.

"These awards are proud badges of honor for Hyundai that represents not only our product excellence but also our unique brand values and efforts dedicated to providing a leading-edge mobility experience to our customers," said Sungwon Jee, Senior Vice President and Global Chief Marketing Officer of Hyundai Motor Company. "Hyundai will further strengthen its marketing activities to provide experiences aligning with our brand vision of 'Progress for Humanity' to sincerely communicate with our customers."

iF Design Award's international jury recognized the world premiere video of IONIQ 6 in the Communication category. The engaging narrative video is based on the concept of 'Awaken Your World,' telling a story about IONIQ 6's flexible interior and personalized customer experience as a space optimized for a variety of lifestyles.

The video focuses on the IONIQ 6 as a dedicated eco-friendly electric vehicle that offers customers a

new mobility experience by advancing the electrification experience. This is in line with Hyundai's brand vision of 'Progress for Humanity,' which aims to contribute to a better everyday life for customers.

The jury also lauded the IONIQ 6 design unveil video for digital billboards for its impactful and immersive expression of the EV's 'Electrified Streamliner' design concept in the Communication category. The eye-catching outdoor advertising appeared at global landmarks, including K-POP Square in Seoul, Times Square in New York City and Piccadilly Circus in London.

The judges also honored the online IONIQ 6 Digital Studio in both the Communication and UX categories. Created during the pandemic, IONIQ 6 Digital Studio is designed to provide innovative, immersive digital experiences to customers that effectively communicate about the car through digital channels with six themes that relate to their lifestyles.

The launch campaign was deemed a success, with people around the world experiencing IONIQ 6 across a range of digital touchpoints, including augmented reality (AR), virtual reality (VR), wearable tech and mobile devices. In an innovative virtual space developed to resemble IONIQ 6, Hyundai brought to life the idea that IONIQ 6 is more than just a way to get around — it's a place to work, play and relax, and that our customers can do whatever they want with it.

Hyundai's IONIQ 5 robotaxi global campaign video also won in the Communication category. The video captures the humanization philosophy behind Hyundai's autonomous driving technology development and the vision for the customer experience in Level 4 autonomous vehicles.

The two campaign videos go beyond simply presenting new technologies by using heartwarming stories to familiarize customers with a smart mobility that they will experience soon. The first episode emphasizes the robotaxi's actions resembling those of a careful, considerate driver and the second episode focuses on the robotaxi's caring of all sorts of passengers from teenagers to the elderly.

In the Interior Architecture category, the iF Design Award jury acclaimed Hyundai's 2022 CES exhibition booth where the company's award-winning robotics-based mobility devices were first displayed. The booth introduced the Hyundai's far-reaching concept of 'metamobility' through an immersive experience showcasing how the real and virtual world can merge into one metaverse.

The CES exhibition booth took the form of a building made up of 20 modules, with a futuristic design concept about things moving freely and organizing themselves in optimal spaces based on their purposes, while also connecting to a mobility ecosystem concept.

This is the ninth year in a row that iF Design Award has celebrated Hyundai Motor Company in various disciplines.

iF Design Award is one of the three major international design awards, along with the Red Dot Award from Germany and International Design Excellence Award (IDEA) from the U.S. It celebrates winners in nine disciplines, including Product, Communication, Packaging, Service Design, Architecture,

Interior Architecture, User Experience (UX), User Interface (UI) and Professional Concepts, in 80 categories. All award-winners are shown on www.ifdesign.com and published in the iF Design App.

iF International Forum Design GmbH, one of the world's leading independent design institutions, founded the competition in Hanover in 1954. iF Design Award Night 2023, the Awards ceremony, is scheduled to take place on May 15, at the Friedrichstadt-Palast, Berlin.

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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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ⁱ Including one (1) award for Hyundai Motor Group