

News Release

Hyundai Motor Company Launches the new Venue : Urban SUV ready for adventure

Tunis, Feb 23, 2023 - Hyundai Middle East & Africa HQ today launched the highly awaited new Venue, Accentuating the Hyundai Motor Company SUV Line, the new Venue which redefines the crossover segment customer experiences through design, performance, space, comfort, and advanced technologies.

Commenting on the launch of 'the new Venue, Mr. D.H Park Head of Hyundai Motor Middle East & Africa HQ , said, "The new Venue embodies customer aspirations, through focusing on: Design, Technology, Functionality and Space, The new Venue compliments the Hyundai SUV lineup with more merit and will build further on the strong SUV legacy of Hyundai Motor Company with design that excites and moves emotions, while enabling the next level of comfort, connectivity and convenience."

The new Venue draws its ultra-modern looks from Hyundai Motor Company Global Design Philosophy of 'Sensuous Sportiness', embodying Bold and Futuristic design, Spacious interiors, Comfort, Style, and Safety. The new

Venue is based on 5 Key Pillars that include: Vibrant Design, Exceptional Comfort & Convenience, Next Level Technology & Connectivity, Uncompromised Safety, and Exciting Performance

Design

Exhibiting confident body forms, the new Venue is based on Hyundai Motor Company Global Design Language of Sensuous Sportiness, delivering a perfect match of a sporty, dynamic, and powerful design. With big and bold contours.

The Dark Chrome Front Grille with a unique design encapsulates the new Venue's powerful and imposing look, while the body-colored bumpers and front skid plate design enhances the sporty quotient of the SUV.

The prominent hood lines express a bold character and at the same time a dynamic appearance, meanwhile the innovatively designed LED projector Headlamps with LED DRL and Positioning Lamps retain the distinctive charm of the new Venue.

The profile of the new Venue lends a bold appeal of the SUV with bridge-type Roof Rails that add more sportiness while the dual tone finish adds more flare, The premium and sporty look of the new Venue is evident with the application of Chrome Finish Outside Door Handles and Diamond Cut Alloys wheels.

The rear design elements of the new Venue provide a wider yet distinctive appearance. With the application of Connecting LED Tail Lamps, the new

Venue looks reflect modern SUV presence in every aspect.

The Tail Gate unique design gives the new Venue a wider rear look and bolster the SUV's stance while the new Rear Bumper and Rear Skid Plate design enhance its sporty characteristics, personifying a bold and wide look. The dual tone bumpers along with vertically placed reflectors lends this SUV a Bold, Tall and Wide stance. The Shark Fin Antenna integrated with a distinctly SUV silhouette, rounds up a bold and sporty appearance in the rear.

Moving inside, the interior of the new Venue create a premium and exciting appeal, while seamlessly blending innovative and advanced technologies for an unmatched in-car experience. The Premium Two Tone Seat Upholstery amplifies the soothing and spacious interiors. The new Venue boasts of a new benchmark in aesthetics, convenience, and functionality with addition of Leatherette wrapped Steering Wheel and Gear Knob, Paddle Shifters, Front Centre Armrest with Storage, Auto Healthy Air Purifier and Smart Electric Sunroof.

To achieve a solid, purposeful stance, designers have minimized the length of the overhangs in the front and rear. A generous amount of black cladding has been applied along the lower section of the doors creating a unifying effect with cladding that encircles the wheel wells. Above the cladding, the character line rises gently upward for a touch of lightness. The A- and B-pillars have been blacked out to enhance greenhouse aesthetics. Chrome door handles and futuristic 5-spoke alloy wheels further embellish the

appearance.

Interior

The new Venue delivers an unmatched experience that utilizes intelligent technologies to deliver superior comfort and convenience. Hyundai Motor Company has enhanced the interior seating space offering customers even more space on their journeys. Rear seat occupants in the new Venue can now enjoy enhanced rear knee room that is augmented by an innovative scoop shape front seatback design. The overall rear seating comfort has been improved to offer customers an increased leg room as well.

To set a new standard for comfort in its segment, the new Venue will feature Power Drive Seat with 4 Way seat adjustment and 2-Step Rear Reclining Seat that offers customers a choice of their preferred seating posture. The new Venue also features Rear Centre Armrest with Cup Holder and 60:40 Split Rear Seat for added comfort and convenience. With Best in Segment Auto Fold Outside Mirrors with Puddle Lamps, the new Venue now offers even more convenience to customers.

To facilitate the loading and unloading of cargo with minimal back strain, the width of the luggage space opening has been expanded to 961mm while keeping the load height as low as possible. Regardless of the luggage-passenger mix, the new Venue is always up to the task thanks to the generous dimensions of its luggage space.

At 343 litres (as measured by German VDA standards) luggage space provides abundant space for luggage.

Storage space can be easily increased to accommodate oversized items by folding down the rear seat backrest. This makes Venue exceptionally versatile and is a major sales point to be made with prospective buyers.

Technology

The high-definition 8" display features a touchscreen user interface with menus that are easy to navigate.

This standout unit includes an AM/FM radio with RDS (plus DAB in select markets). It supports Apple CarPlay™, Android Auto™, and MirrorLink, as well as Bluetooth for hands-free phone operation. It also interfaces with the rear camera and the Rear Parking Assist System.

The new Venue has also been equipped with Drive Mode Select for a versatile driving performance, delivering a more engaging driving experience. By pressing the Mode button, the driver is offered a choice of Normal, Sport, or Eco that adapt to a change in driving conditions or to suit the driver's whims. The Transmission

Control Unit will automatically readjust the gear shift schedule to match driver preferences.

Safety:

Topping the list of the new Venue essential safety features is the ultra-rigid monocoque steel body shell that is designed to safely absorb impact forces. Anti-locking brakes and 11-in front discs provide ample stopping power but

the system can be upgraded to include Electronic Stability Control for enhanced trims but curtain airbags and front row thorax protection can also be added as an option. A rear camera display system and Tire pressure warning system provide additional reassurance.

Performance:

The new Venue checks all the boxes in the performance and safety efficiency departments. The 1.0L Kappa T-GDI combines turbocharging and gasoline direct fuel injection technology for outstanding fuel efficiency—a major selling point among A-segment buyers— and strikes the ideal balance of responsiveness and economy.

The H-Matic, Hyundai’s tried and true 7-speed automatic gearbox, delivers silk-smooth gear shifts with outstanding efficiency.

ENGINE	CAPACITY (CC)	MAXIMUM POWER (kW/r/min)	MAXIMUM TORQUE (Nm/r/min)	TRANSMISSION
Kappa 1.0 Turbo GDi Petrol	998	88.3 kW (120 PS) @ 6 000 r/min	172 Nm @ 1 500 ~ 4 000 r/min	6iMT
				7DCT

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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 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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