

## News Release

# Hyundai Motor and Sony Pictures Team Up for the Third Time with 'Spider-Man: Across the Spider-Verse'

- The new animated movie to feature a flying version of Hyundai Motor's Prophecy concept EV, predecessor of the all-electric IONIQ 6 model, along with examples of the company's future mobility vision
- Team up extends to a multi-dimensional global marketing campaign, with animated TV commercial, social media content, behind-the-scenes video and offline exhibition
- Now in its third installment, the partnership pairs Sony Pictures' IP with Hyundai Motor's leading technologies and visually innovative designs

**Dubai, May 16, 2023** – Hyundai Motor Company and Sony Pictures are joining forces again this summer on "Spider-Man: Across the Spider-Verse." The animated movie features a flying version of the company's

Prophecy concept EV model and its future mobility vision. An aligned global marketing campaign spotlights Hyundai's acclaimed IONIQ all-electric vehicles.

The collaboration stems from a global promotional partnership that Hyundai Motor inked with Sony Pictures in 2020 to showcase the company's human-centered mobility vision via product and technological innovations. Previous installments included "Spider-Man: No Way Home" (2021) with the IONIQ 5 dedicated EV and Tucson SUV, and "Uncharted" (2022) with the Tucson Beast concept SUV and various production cars. "Spider-Man: Across the Spider-Verse" is the sequel to the Academy Award®-winning animated film, "Spider-Man: Into the Spider-Verse" (2018).

In the new movie, which opens in cinemas worldwide starting in June, audiences will see the 'Flying Prophecy,' a version of the real-world concept car that inspired the design of IONIQ 6, the 'Electrified Streamliner' that recently won three World Car of the Year honors and a 'Gold' iF Design Award.

The movie also features several of Hyundai Motor's future mobility concepts for revitalizing cities, including advanced air mobility (AAM), a new form of mobility utilizing air space to reduce transit time; purpose-

built vehicles (PBV), an eco-friendly urban mobility device to accommodate diverse lifestyles; and Hub, a space for mobility transfer and community activities. The movie also features a fictional self-driving robotaxi based on the Hyundai Pony, Hyundai Motor's first-ever proprietary model. All are shown in the context of "Nueva York," a city in the Spider-Verse in the year 2099.

Hyundai Motor and Sony Pictures are also collaborating on a multi-dimensional global marketing campaign rolling out between May and July. The campaign includes an [animated TV commercial](#) that features Spider-Man, IONIQ 6 and IONIQ 5, and utilizes a new song produced by Metro Boomin. In addition, there is Spider-Verse-themed social media content, a behind-the-scenes film about Hyundai's future mobility concepts that incorporates Hyundai and Sony's collaborative history on the movie production process, and an offline promotional exhibition.

"Through our partnership, we aim to present our future mobility vision with entertainment content that younger generations love," said Sungwon Jee, Senior Vice President and Global Chief Marketing Officer at Hyundai Motor Company. "This campaign will be welcomed by customers and we hope to build a positive momentum for the Hyundai brand."

“During our long-standing relationship with Hyundai, their team continues to create impressive campaigns that capture the very essence of the brand. Utilizing music from the film’s soundtrack, Hyundai has created a stylish and cutting-edge marketing campaign that perfectly aligns their innovative products with one of the most iconic superhero characters,” said Jeffrey Godsick, EVP, Global Partnerships & Brand Management and Head of Location Based Entertainment, Sony Pictures Entertainment.

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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>

<https://trucknbus.hyundai.com/hydrogen/en>

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