

NEWS RELEASE

Hyundai Motor Company anticipates the debut of the new Venue: Urban SUV ready for adventure

Dubai, February 19, 2023, Hyundai Middle East & Africa HQ is anticipating the launch of the smallest member of its SUV family, the new Venue.

Stepping forward in the SUV market, the new Venue has expanded capabilities in design, performance, and advanced technologies that transform the customer experience in the crossover segment.

The new Venue has built a strong foundation for its success based on five key pillars that include: Vibrant Design, Exceptional Comfort & Convenience, Next Level Technology & Connectivity, Uncompromised Safety, and Exciting Performance.

Influenced by the global design philosophy of 'Sensuous Sportiness', the new Venue encapsulates bold and futuristic design elements, spacious interiors, and a focus on comfort, style, and safety to create a distinctive and attractive design identity.

The new Venue will arrive to the showroom across the region by the end of

this month.

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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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