

News Release

Hyundai Motor Group announces human-centred philosophy to future mobility at MIF 2019

- Hyundai CRADLE's Mobility Innovators Forum 2019 brings together leaders from various fields to discuss future opportunities
- Executive Vice Chairman Euisun Chung gives keynote speech at MIF 2019, emphasises human-centred philosophy to shape future mobility
- Hyundai Motor Group to study human-centered quality of cities through advisory council and Future City Project

MIF 2019 Program

Opening Keynote	
	Euisun Chung Executive Vice Chairman, Hyundai Motor Group
Future City for Humanity	
Speaker	Peter Calthorpe Senior Vice President, HDR
Moderator	Darton Ito Director of Innovation, SFMTA
Future Role of Hydrogen for Future Cities and Society	
Speaker	Rolf Huber Chairman of the board of directors, H2Energy
Moderator	Jaimie Levin Director, West Coast Operations

Sustainable Mobility Beyond Multi-Modal	
Speaker	Carlo Van de Weijer Director, Eindhoven AI Systems Institute
Moderator	Rasheq Zarif Managing Director & Future of Mobility tech sector leader, Deloitte
Keynote	
	Hooi Ling Tan Co-Founder, GRAB
Application for New Air Mobility	
Speaker	Eric Allison Head of Uber Elevate
Moderator	Uma Subramanian CEO, Aero Technologies
Keynote	
	Mate Rimac Founder & CEO, Rimac
Panel Session: Interior is the New Exterior	
Panel	EulHo Suh Principal & Founder, Suh Architects KyungEn Kim Design Principal, Suh Architects Nuri Golan Managing Director, Lear Innovation Ventures David J. Byron Manager, Design + Innovation Strategy
Moderator	Grace Hwang Lecturer, Stanford School of Medicine
Prospect of Universal Mobility	
Speaker	Marilyn Golden Senior Policy Analyst, Disability Rights Education & Defense Fund
Moderator	Susan Henderson Executive Director, Disability Rights Education & Defense Fund

- End -

About Hyundai Motor Europe HQ

Hyundai Motor Europe HQ was formally established in 2000 with its main office in Offenbach, Germany. Hyundai currently sells cars in 41 European countries through 3,000 outlets and in 2018 achieved registrations of 543,292 vehicles in the region – an increase of 3.9 percent compared to 2017, a higher rate than the market average. 2018 was the fourth consecutive year with a record sales result. 75 percent of the vehicles Hyundai sold in the region are models designed, engineered, tested and built in Europe to meet the needs of European customers, served by the company's extensive European infrastructure. This includes two factories in the Czech Republic and Turkey, which have a combined annual capacity of 600,000 units. Hyundai is proud to offer the youngest product line-up in Europe: 90 per cent of the models are less than two years old. Hyundai offers its unique Five Year Unlimited Mileage Warranty package with all new cars sold in the region, providing customers with a five-year warranty with no mileage limit, five years of roadside assistance and five years of vehicle health checks.

More information about Hyundai Motor Europe HQ and its products is available at www.hyundai.news.

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About Hyundai Motor

Established in 1967, Hyundai Motor Company is committed to becoming a lifetime partner in automobiles and beyond with its range of world-class vehicles and mobility services offered available in more than 200 countries. Employing more than 110,000 employees worldwide, Hyundai sold more than 4.5 million vehicles globally. Hyundai continues to enhance its product line-up with vehicles that are helping to build solutions for a more sustainable future, such as NEXO – the world's first dedicated hydrogen-powered SUV.

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