

Driving Change

Magazine

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Hyundai Motor
Manufacturing Czech

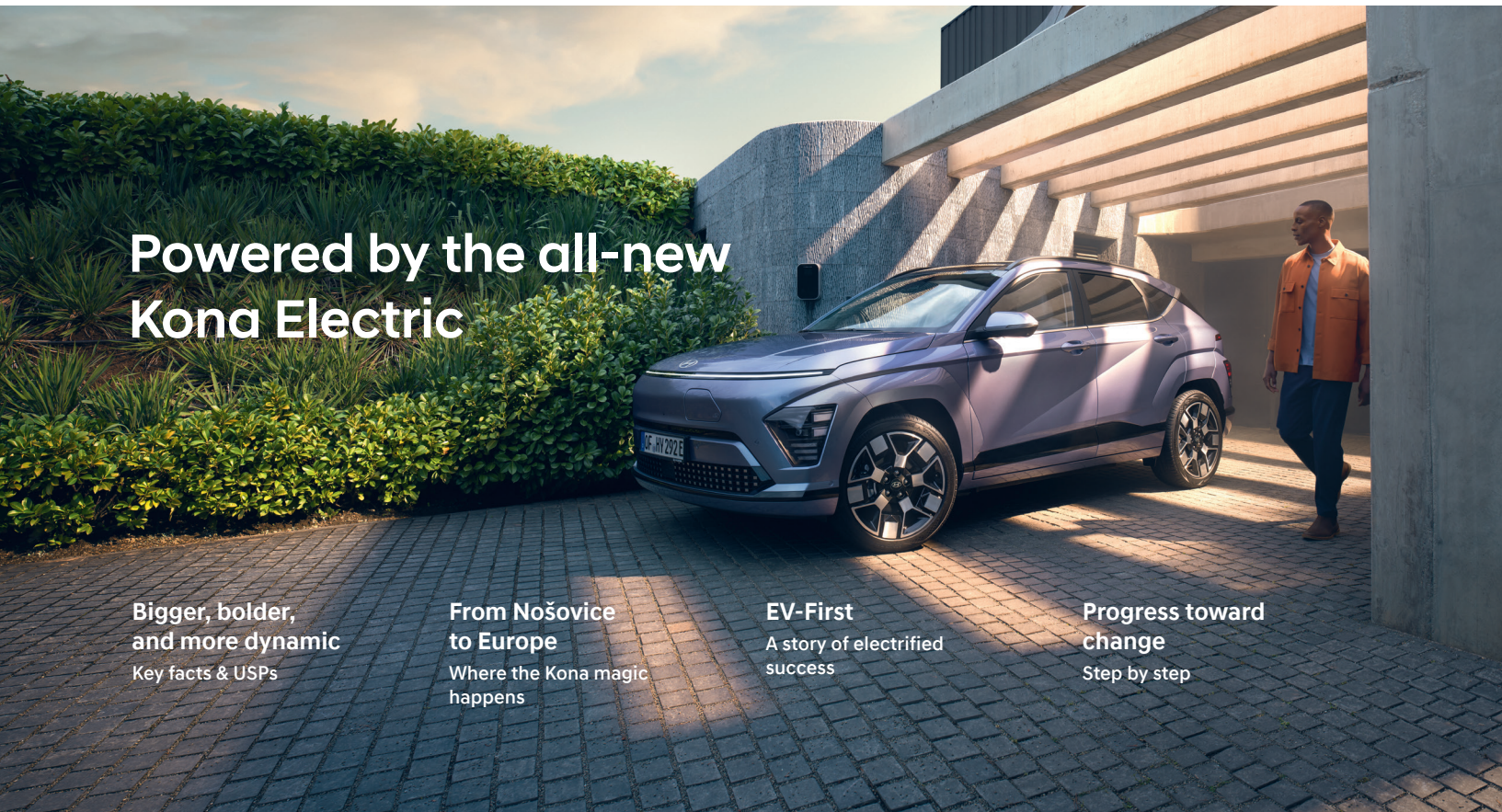
Powered by the all-new Kona Electric

**Bigger, bolder,
and more dynamic**
Key facts & USPs

**From Nošovice
to Europe**
Where the Kona magic
happens

EV-First
A story of electrified
success

**Progress toward
change**
Step by step





Welcome to Driving Change

Powered by the all-new Kona Electric!

It's wonderful to have you here today at the birthplace of the all-new Kona Electric at Hyundai Motor Manufacturing Czech in Nošovice. Kona is one of our most important cars in Europe. It demonstrates our EV leadership and embodies our vision of progress for humanity turning towards zero-tailpipe emissions by 2035. That is why we are particularly proud that it is made in Europe, for Europe.

In this dynamic era, the automobile industry is at a crossroads as the ecosystem changes. The path forward is clear: a sustainable future powered by zero emission vehicles. Yet this journey is not solely about vehicles. It encompasses an entire ecosystem of ideas, infrastructure, and partnerships, all aligned to create a new standard of mobility for our planet.

The all-new Kona Electric is more than a remarkable automobile. It is a testament to our dedication to this transformative path. Born from Hyundai's commitment to progress, the Kona Electric seamlessly marries form and function, providing a driving experience that is both exhilarating and responsible. Since its launch in 2017, it has sold over 100,000 units in Europe. An impressive figure that highlights the consumer interest in electric mobility.

But what sets Hyundai apart in this electrifying journey? It's our unwavering dedication to innovation, electrification, and a localized approach. The Kona Electric reflects our understanding of regional needs and our pledge to be a driving force in the transition to cleaner transportation.



However, our commitment doesn't stop at the vehicle itself. We're reshaping the very fabric of the automotive industry. By leveraging our insights and capabilities, we're shaping a future where carbon neutrality is the norm. Our roadmap for the journey ahead is both ambitious and transformative: establishing a fully electric fleet in Europe and achieving carbon neutrality in production. These are not mere goals – they are promises etched into Hyundai's DNA.

As you embark on this journey, you'll delve into the heart of the all-new Kona Electric. Uncover the meticulous craftsmanship behind its creation, experience the cutting-edge technology that powers it, and understand how our commitment extends beyond the vehicle to redefine the future of mobility.

Thank you for joining us as we drive towards change. Welcome to the driving revolution – welcome to the all-new Kona Electric.

Michael Cole, President and CEO at Hyundai Motor Europe

Bigger, bolder, and more dynamic

The all-new Kona Electric: Live unlimited

The all-new Kona has evolved to embrace an even wider range of diversity for every lifestyle. It retains its character with a robust, dynamic design and larger external dimensions. The electric variant will offer new technologies and useful structural elements contributing to a safe, connected, and comfortable drive. Series production began on 11 August 2023 at Hyundai Motor Manufacturing Czech.

The all-new Kona Electric blends larger dimensions, future-ready design, customer-centric convenience, and connectivity for a dynamic driving journey. With distinctive design elements, it adds practicality like expanded storage, active air flaps, and V2L sockets.

With 514km (WLTP) of range, the Kona Electric enables the longest range per charge in the B-SUV segment. The electric vehicle's equipment also

includes specific design elements, additional storage space under the front hood, and active air flaps.

The second-generation Kona Electric showcases innovation, adaptability, and 2-Touch user-centric design for an unmatched driving experience. Advanced features like the Digital Key 2 Touch system enhance accessibility, while smart braking recuperation highlights its commitment to efficiency. Vehicle-to-Load technology, or V2L, is new to this generation, enabling a new level of commitment to EV lifestyles.

Charging in all conditions

Battery conditioning ensures optimal charging and a long range even in winter. The lid of the charging socket is equipped with a system that prevents it from freezing. The user can thus open the lid even in severe frost at minus 30 degrees Celsius. The lid of the charging socket is also equipped with new lighting for good visibility in the dark.



Digital Key 2-Touch

can lock and unlock the car, as well as start the engine, from smartphones or watches, contributing to a higher level of comfort and practicality.



400V fast charging

from 10% to 80% in 41 minutes.

Battery

65.4 kWh (long-range)
48.4 kWh (standard)
*WLTP



Range

514 km (long-range)
377 km (standard)
*WLTP



Dimensions

- Length: 4,355 mm
- Width: 1,825 mm (+25 mm)
- Height: 1,575 mm (+20 mm)
- Wheelbase: 2,660 mm (+60 mm)



Drag coefficient of 0.27

allows the all-new Kona to boast excellent aerodynamic performance without sacrificing elegant styling.



V2L

(Vehicle-to-Load) allows the driver to power or charge any electrical device thanks to the bidirectional on-board charger both inside and outside the vehicle.



The second-generation Kona Electric redefines size and future-readiness, appealing to progressive European customers seeking an adaptable e-SUV that suits their dynamic lifestyles. Designed with innovation in mind, it stays ahead through features like Over-the-Air updates, prioritizing consumer convenience with a spacious interior and unmatched comfort.

The all-new Kona impresses with its extensive equipment as well as its ADAS (Advanced Driver Assistance System) and safety functions. These include Highway Driving Assist 2.0 (HDA 2.0), Forward Collision-Avoidance Assist (FCA), Blind View Monitor (BVM), Remote Smart Parking Assistant (RSPA), and Driver Status Monitor (DSM), among others.

The most significant improvements include a panoramic display area made up of two 12.3-inch displays, a head-up display, and a new online infotainment and navigation system known as Connected Car Navigation Cockpit (ccNC). In particular, the dual 12.3-inch displays create an immersive driving environment.

Bigger and smarter interior space



e-ASD system

creates a virtual sound that penetrates the interior. Optimised based on several variables, such as speed, torque, operating status of the electric motor, and acceleration, the driver can also control the volume in the interior and customise its settings.

i-PEDAL

enables a driving mode in which the driver accelerates, decelerates, and stops using only the gas pedal. Smart recuperation automatically adjusts the intensity of regenerative braking based on information on the flow of traffic in front of the car.

Head-up display

projects the most important information onto a 12-inch screen on the windshield, so the driver can quickly process information without having to divert their attention from the road.

Connected Car Navigation Cockpit (ccNC)

Hyundai's new online connected information, entertainment, and navigation system. It offers advanced graphics and a perfect connection between the vehicle's displays. The 360° SVM (Surround View Monitor) camera system displays the immediate surroundings of the vehicle from various angles when parking, contributing to safe and easy parking.



You can experience the all-new Kona Electric's advanced connectivity equipment yourself during the test drive at the event!

From Nošovice to Europe

Where the Kona magic happens



Driving change within the automotive industry doesn't start and end with the car – when it comes to the electrified transition, production must be taken into account as well.

Hyundai Motor Manufacturing Czech (HMMC) in Nošovice is one of two Hyundai production plants in Europe and is considered one of the most modern car factories. The plant produces the i30 (all body types), i30 N, Tucson (including N Line and PHEV variations), and Kona Electric. Last November, the factory produced its 4 millionth vehicle – a TUCSON N Line.



You can observe the meticulous craftsmanship that underpins each Kona Electric. See the production line for yourself as you tour the Hyundai factory!

Kona Electric at HMMC

Fit for the future

At its peak, HMMC had two halls where manual transmissions were being built. Due to the rising customer demand for electric vehicles, one was converted to a battery shop last year, and the second one will be converted in early 2024, marking the end of production for manual gearboxes at HMMC. This shows how existing facilities can be retrofitted to accommodate modern technologies. By 2030, 60 per cent of production at the plant will yield EVs.

The first electric vehicle, a Kona Electric, was produced at HMMC in 2020. Today, electrified cars, including HEVs, PHEVs and BEVs, account for over 40 per cent of production. Although it is one of 12 models and body types produced at HMMC, Kona Electric accounts for about 10 per cent of production and is expected to reach 15 per cent later this year. In the first half of June this year, the 100,000th Hyundai Kona Electric rolled off the production line in Nošovice – just over three years after the initial start of production.

Another first, with this generation Kona Electric, HMMC experts had a significant say in the development of the new model – this time starting from the drawing stage rather than first from the prototype stage. This gave them the opportunity to influence the character and parameters of the car, taking into consideration the specifics of their plant as well as the specific needs of European consumers.

On 11 August 2023, the series production of the latest generation of this successful EV began. In addition to the classic left-hand drive version, the Nošovice plant has now begun producing the right-hand drive model for the U.K. The all-new Kona Electric will be shipped to an additional 20 countries worldwide, on top of the 22 European countries it is already shipped to.



Kona Electric's share of total HMMC production

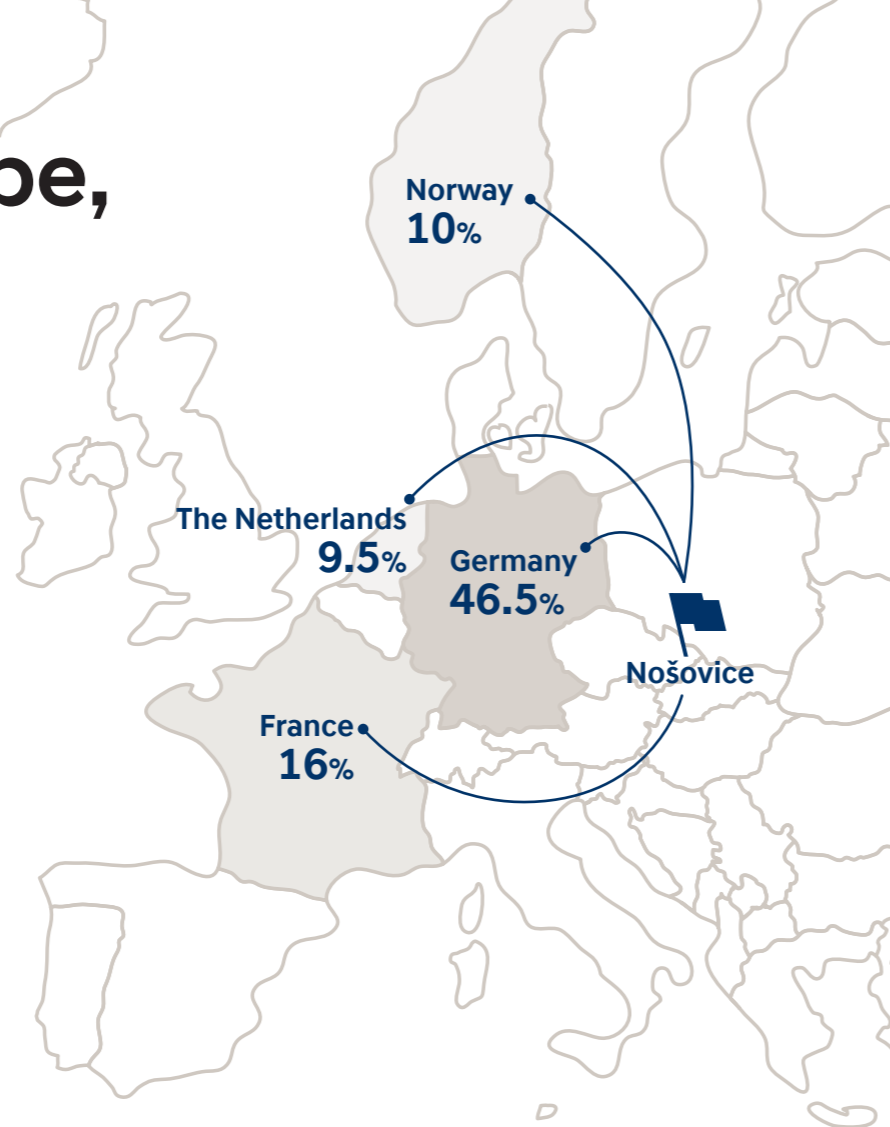


Made in Europe, for Europe

More than 80 per cent of HMMC's total production so far this year was intended for four European markets which have a fundamental share in the rapid development of electromobility - namely Germany, France, Norway and the Netherlands.

The short transport distances from assembly line to future car owner help cut transport-related emissions. In addition, the batteries are also produced locally. The cells are manufactured at LG Energy Solution's plant in nearby Wrocław, Poland, about 200km from Nošovice. They are then assembled into their final form virtually next door to HMMC, at the Hyundai Mobis facility just 700 meters away.

From 2020 to the first half of 2023, HMMC did not export any Kona Electrics to the UK because the right-hand drive version was produced in Korea.




3,273
employees.
92% are Czech

21,000

all-new Kona Electrics to be produced at HMMC this year. 50,000 to be produced in 2024



1,500

cars produced every day



Shorter transport distances

Most cars produced at HMMC are exported within Europe



535

high-tech robots working alongside humans

36%

of vehicles produced in 2022 were electrified (BEV, HEV or PHEV)



Social responsibility at HMMC

HMMC is a good neighbour to its employees and to its community

Hyundai Motor Manufacturing Czech offers its employees above-average financial compensation as well as an on-site health centre, special benefits when purchasing cars, a yearly Hyundai Family Day, free local bus fare, and personal development opportunities, among other benefits.

And for the local community, HMMC offers technical education support, car donations for schools, and employee giving programmes in the Moravian-Silesian region, among other initiatives.

For example, through a partnership with the organisations ČSOP Salamandr (Czech Union for Nature Conservation), HMMC organised three corporate volunteering days intended to help the nature in the Beskydy mountains. The grant programme “Together” provided support for 45 projects related to culture and sport last year, with a special focus on children and people with disabilities. And in the pilot project “Together for Electromobility,” HMMC provided Kona Electrics for use by local municipalities free of charge.

The production plant has also been recognised with a number of awards, including:

- Sodexo 2022 Employer of the Decade in the category companies with up to 5,000 employees
- National award for corporate social responsibility (3rd place in the Business category, the highest Socially Responsible Organization III award)
- 25 TOP responsible large companies in the Czech Republic, according to Business for the Society (Byznys pro společnost)



Kona: A story of electrified success



With its increasing fleet of electrified models, Hyundai is driving a change in the automotive industry. This symbolises the company's interest in conserving the planet and the world around us, but it also represents the strength of the customer. Hyundai has listened to its customers and is responding by pushing EVs, including the all-new Kona, to the forefront.

Kona represents a major success story for the Hyundai brand. As demand for Kona soared in Europe, a strategic decision was made in 2020 to prioritise its production in Europe as well at HMMC. Despite the challenges of starting from scratch to meet high demand, the state-of-the-art manufacturing technologies, streamlined processes, and skilled workforce at HMMC ensured that production quickly gained and maintained momentum.

The launch of electric car production meant a number of new innovations for the Nošovice plant. A new phase of production involving the storage and installation of electric batteries was created especially for the electric vehicle. A new battery warehouse was created, with autonomous robots delivering batteries to the newly reorganised assembly line. This had to be extended by 15 metres due to a new production step that includes the assembly of the battery. And robots needed to be modified to ensure they could properly calibrate the front radars and the head-up display.

Kona Electric's success is just an example of how Hyundai is driving change. It not only underscores HMMC's position as a major player in Hyundai's global production network, but it also shines a spotlight on the company's ability to respond quickly to market trends.

Through Kona Electric and its EV lineup, Hyundai has proven that it can deliver exceptional vehicles that meet the evolving needs of its customers.

From ICE-first to EV-first

Since rolling into the spotlight, Kona has undergone a paradigm shift. Originally conceived as an internal combustion engine vehicle, the electric variant of Hyundai's B-SUV was built on the same platform as the ICE variant and launched the following year.

With the second-generation Kona having emerged in 2023, Hyundai, capturing the zeitgeist, has reintroduced its iconic model following an 'EV first' approach. Prioritising the development of the electric variant, the design of the all-new Kona makes a clear departure from traditional SUV typology. Its sleek and futuristic design, emphasised by a clean front and aerodynamic flowing lines, tailors to dynamic urban lifestyles. The model reflects the adventurous spirit and bold character that inspire positive energy in customers across all generations.

Hyundai views the EV revolution as a pivot point for not only the automobility industry but society as a whole. The introduction of the all-new Kona is just one step towards the transition to clean mobility.



You can experience the EV-First lifestyle firsthand during the event. Grab a cup of coffee or charge your notebook - all powered by the all-new Kona Electric.

Benefits of the EV-first approach

This 'EV first' approach not only influences the exterior design of Kona Electric, it enables new technologies as part of the EV lifestyle such as Vehicle-to-Load (V2L). As the first Kona Electric generation built on a dedicated EV platform, the all-new Kona Electric is the first Kona to be capable of V2L, allowing customers to use their car to power appliances and electronic devices.

Even non-EV customers can enjoy the benefits of the EV platform – namely, its effects on the vehicle's interior. Built on an EV-derived universal architecture, all variations of the second-generation Kona offer a wide and open interior layout, creating a spacious and inviting environment for customers to enjoy. The result is a large and customer-centric living space. Compared to the previous generation, the all-new Kona offers outstanding comfort for passengers with a longer wheelbase, more headroom, and more cargo space in the rear. The all-new Kona's slim seats, only 85 millimetres thick, add more legroom. On top of that, the second-row shoulder room is the largest in its class.

With the living space's upscaled dimensions and optimised spatiality, Kona can adapt to various lifestyles. Its flexible and modular design allows for easy customisation and versatile use, making for a truly adaptable and functional interior for any customer's day-to-day activities and adventures.

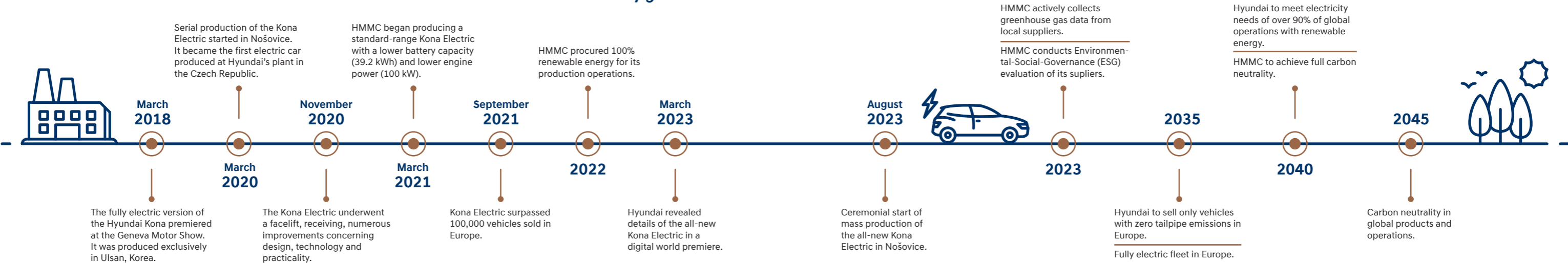


Progress toward change

Step by step

With the aim of pushing for Progress for Humanity, Hyundai is committed to creating a better world for us and for future generations. Hyundai will drive this change with its smart and clean mobility solutions, connected and innovative technologies, and clear sustainability goals.

The year 2045 is just more than two decades away, but there is still a lot of work to do. In the coming years, Hyundai will focus more than ever on its targets for reducing CO2 emissions as well as Creating Shared Value (CSV) by fostering environmental protection, promoting a circular economy, innovating new solutions, and engaging its people as well the communities it operates in. In addition, the company will gradually phase out ICE vehicles and fully embrace electrification. Hyundai is proactively taking steps toward carbon neutrality – whether that is launching new zero-tailpipe-emission models or making production cleaner.



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