

## Hyundai Motor UK reveals New Bayon pricing and specification

- Advance, Premium and Ultimate trim levels, prices starting from £22,480
- New bold and robust design complements increased driver convenience features
- Updated crossover SUV available to order from 6 June

**Leatherhead, June 6<sup>th</sup> 2024** – Hyundai Motor UK has announced pricing and specification for the new Bayon, with enhanced connectivity and safety features alongside interior upgrades.

### Pricing

Model		Recommended OTR
Advance 1.0T 100PS 6 speed manual transmission		£22,480.00
Advance 1.0T 100PS 7 speed dual clutch transmission		£23,730.00
Premium 1.0T 100PS 6 speed manual transmission		£23,880.00
Premium 1.0T 100PS 7 speed dual clutch transmission		£25,130.00
Ultimate 1.0T 100PS 6 speed manual transmission		£25,280.00
Ultimate 1.0T 100PS 7 speed dual clutch transmission		£26,530.00
Options	Model	Retail Price
Driver Assistance Pack	Premium & Ultimate	£800
Black Exterior Styling	Premium	£500
Atlas White Paint	All trims	£300
Pearl / Metallic Paint	All trims	£565

- ENDS -

### 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>

### About Hyundai Motor Europe HQ

Hyundai Motor Europe HQ was formally established in 2000 with its main office in Offenbach, Germany. It is the regional headquarters responsible for selling vehicles in 47 European countries through 2,279 sales outlets, holding a 4.2 per cent market share in the first three quarters of 2023. More than 70 per cent of the vehicles Hyundai sold in the region are models engineered, tested, and built in Europe to meet the needs of European customers, served by the company's Czech and Turkish production plants.

In the third quarter of 2023, around 16.1 per cent of Hyundai cars sold in Europe were zero-tailpipe-emission vehicles (BEVs and FCEVs), including respective World Car of the Year 2022 and 2023 winners IONIQ 5 and IONIQ 6. This makes Hyundai one of the leading manufacturers in terms of fleet share as well as total sales of zero-tailpipe-emission vehicles in Europe, as the company transitions to becoming a Smart Mobility Solutions Provider.

More information about Hyundai Motor Europe HQ and its products is available at [www.hyundai.news](http://www.hyundai.news). Follow Hyundai Motor Europe HQ on Twitter [@HyundaiEurope](https://twitter.com/HyundaiEurope) and Instagram [@HyundaiEurope](https://www.instagram.com/HyundaiEurope)

### About Hyundai Motor UK

Hyundai has sold vehicles in the UK since 1982 with its UK HQ based in Leatherhead, Surrey. As of February 2024, Hyundai has one of the youngest product ranges of any manufacturer, with almost all models younger than a year old. Hyundai is a



pioneer in zero-emission mobility, including the fully electric, multi award winning IONIQ 5, IONIQ 6 and KONA Electric ranges and second-generation fuel cell electric vehicle NEXO, as well as it's advanced hybrid and plug-in hybrid Tucson and Santa Fe models. All new passenger cars come with Hyundai's unique Five Year Unlimited Mileage Warranty package, providing customers with a five-year warranty with unlimited mileage, roadside assistance package, five years of vehicle health checks and an EV High Voltage battery warranty of 8 years or 100,000 miles. Buyers of used Hyundai models are also protected by the industry leading Hyundai Promise Approved Used Cars program.

Hyundai Motor UK sales grew 8.3% year-on-year during 2023, selling 87,100 vehicles in 2024, with TUCSON leading the surge, as both the best-selling Hyundai model and the 2nd best-selling hybrid in the UK. 75% of Hyundai Motor UK's 2023 sales were of SUVs and 48% Hybrid, Plug-in Hybrid or Electric. TUCSON shines yet again, with TUCSON Plug-in Hybrid selling 6,073 units during 2023 – an increase of 88% year-on-year.

Further information about Hyundai and its products is available at [www.hyundai.co.uk](http://www.hyundai.co.uk) and media information at: <https://www.hyundai.news/uk/>

Follow us on Twitter [@Hyundai\\_UK\\_PR](https://twitter.com/Hyundai_UK_PR)

For more information, please contact:

Natasha Waddington, Head of PR – [natasha.waddington@hyundai.co.uk](mailto:natasha.waddington@hyundai.co.uk)

Robin Hayles, Head of Product & Technical PR – [robin.hayles@hyundai.co.uk](mailto:robin.hayles@hyundai.co.uk)

Emma Illman, Product Press Officer – [emma.illman@hyundai.co.uk](mailto:emma.illman@hyundai.co.uk)

Harriet Ward, PR Coordinator – [harriet.ward@hyundai.co.uk](mailto:harriet.ward@hyundai.co.uk)