

WELCOME TO FELS POINT!



ALL-NEW 2024 KONA PRODUCT OVERVIEW

ALL-NEW 2024

K

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Ricky Lao
Director, Product Planning
Hyundai Motor America

Hyundai U.S. Sales

In 2022, Hyundai set an all-time retail sales record, achieving the highest retail market-share gain of any mainstream automaker... and we continue the momentum through August

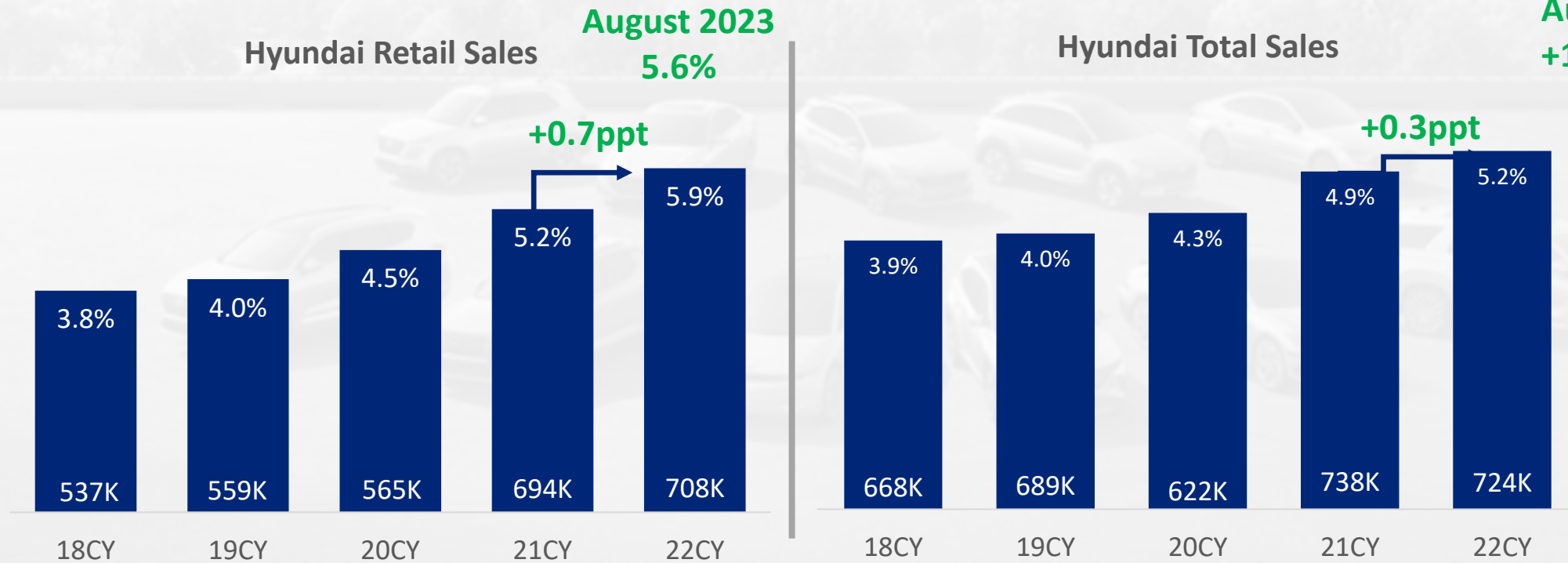
Hyundai Retail Sales

August 2023
+12.2% YOY

Hyundai Total Sales

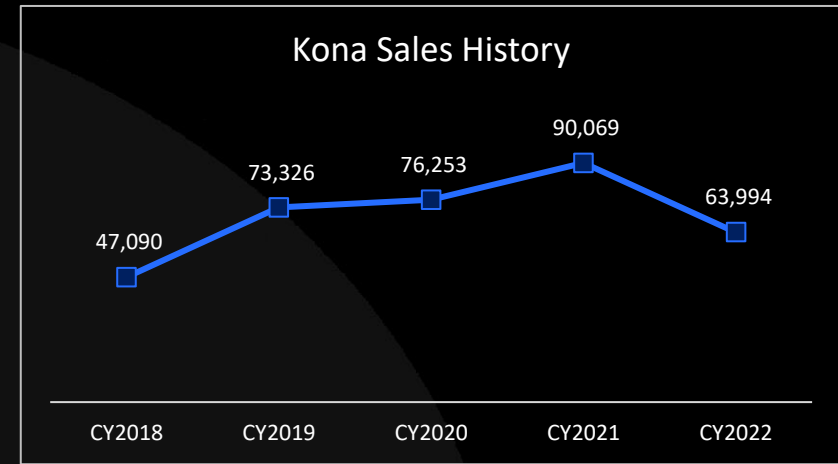
+0.7ppt

+0.3ppt



Kona's Impact to Hyundai's SUV Lineup

- In 2017, the Tucson and Santa Fe SUVs represented 37% of total company sales
- Kona and Kona Electric added to lineup
- Kona's sales expectations and award-winning success

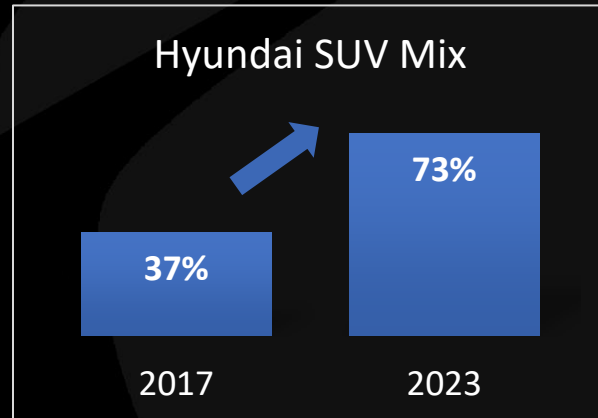


HYUNDAI

2017	2018	2019
<p>TUCSON</p>  <p>SANTAFE</p> 	<p>KONA</p>  	<p>KONA electric</p> 

Hyundai SUV Growth

- Expansion to 8 SUV nameplates
- Innovative alternative powertrains



SUV Models	Mix*
Tucson	25.5%
Santa Fe	15.9%
Palisade	9.8%
Kona	9.5%
Santa Cruz	4.9%
Venue	4.0%
Ioniq 5	4.1%
Nexo	0.1%
Total 23CYTD	73.7%

*As of August 2023

2019MY

Nexo –
Fuel Cell

2020MY

Palisade
Venue

2021MY

Santa Fe –
ICE/HEV/PHEV

2022MY

Tucson –
ICE/HEV/PHEV
Santa Cruz
Ioniq 5 - BEV

2023MY

Kona ICE/EV

2023

VENUE



KONA



TUCSON



SANTA CRUZ



SANTAFE



PALISADE



IONIQ 5

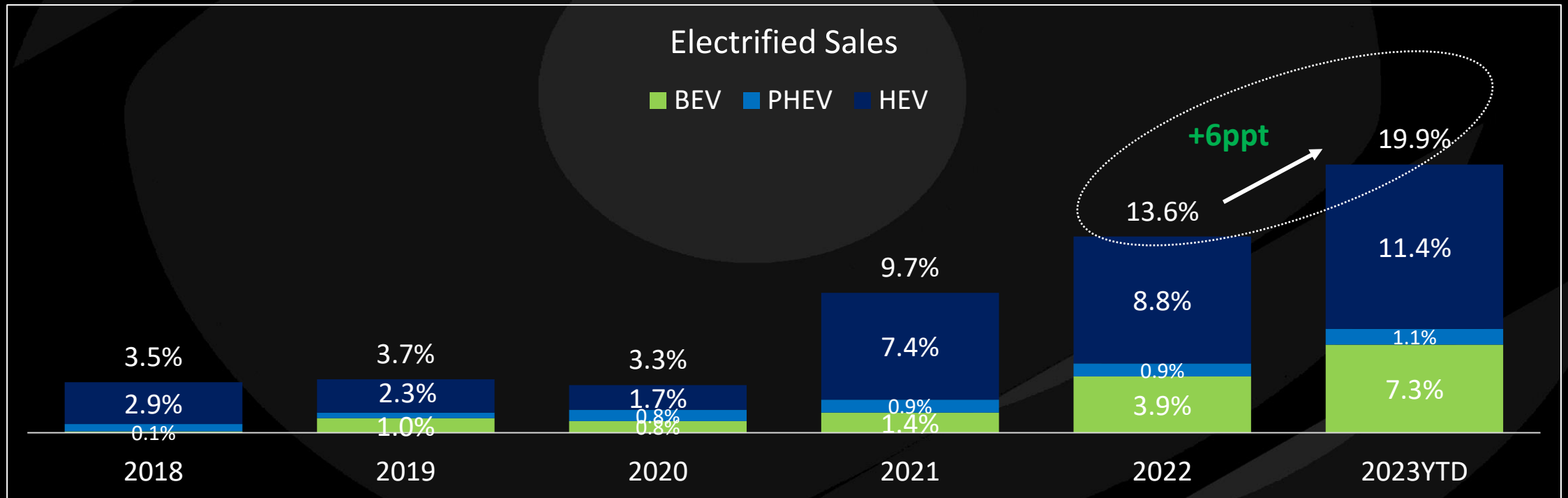


NEXO



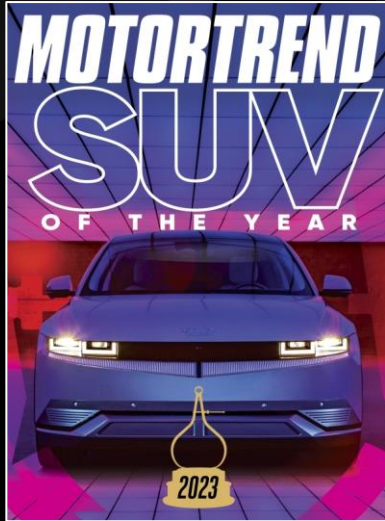
Hyundai Electrified Sales

- Hyundai's green sales are 19.9% of sales compared to 19.3% for the industry
- Electrified sales significantly increased +6ppt through August 2023
- Led by HEV and BEVs, sales and share continue to grow

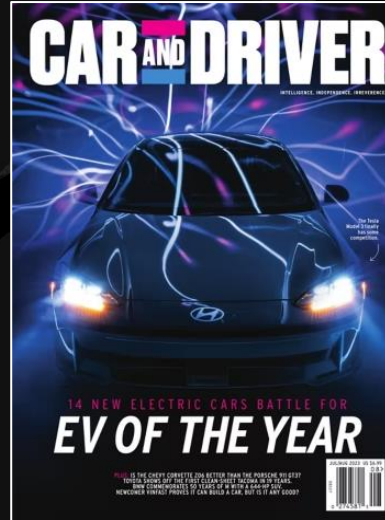


2023 Hyundai Awards

IONIQ 5



IONIQ 6



J.D. POWER

2020-2023 US Tech Experience Index (TXI), Highest
Mass Market Brand
2023, 2022 Santa Cruz (Midsize Pickup),
APPEAL Award



2023 Best SUV Brand
2023 Best Cars for the Money



2023 Palisade Interior



HYUNDAI



WORLD CAR AWARDS

2023 Triple Win for IONIQ 6
2022 Triple Win for IONIQ 5



Optimizing and Localizing Production



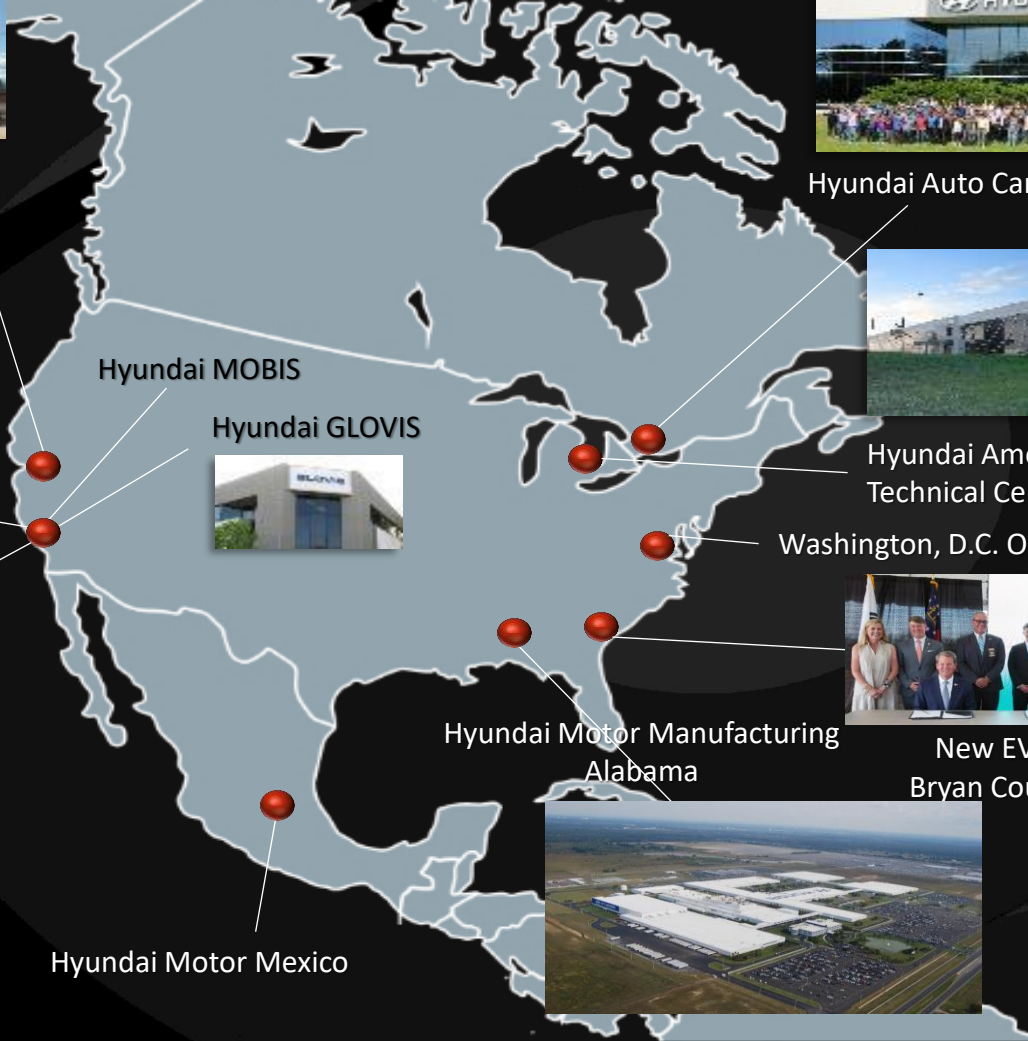
Hyundai CRADLE



Hyundai Motor North America



Hyundai Capital America



Hyundai Auto Canada



Hyundai America Technical Center

Washington, D.C. Office



New EV Plant
Bryan County, GA



Hyundai Motor Manufacturing
Alabama

Hyundai Motor Mexico



New EV Plant, Bryan County, GA

SANTA FE
SANTA FE HYBRID



2024 Kona Highlights

Concept

Build on Kona's NA Utility of the Year Heritage: **Tech-Advanced** and **Fun-to-Drive** Entry SUV that has **Grown** its **Utility and Appeal** – while maintaining **Dynamic Proportions** and **Stylish/Youthful** image

Design Focus

IT'S STILL A
KONA

DESIGN-
FOCUSED
ICONIC SUV

Eye-catching
Kona
Aesthetic

Unique
Kona
Proportion

All-round
Lifestyle
Supporter

- Distinctive light signature
- Premium cladding shape
- Unique c-pillar & dynamic roofline

- Sleek & dynamic side profile
- Bigger wheels

- EV-like universal architecture
- Driver orientation



DESIGNED FOR ACTIVE &
DIVERSE LIFESTYLES

Product Focus

Maintain Dynamic Driving Advantages

Fun-to-Drive



Maneuverability
(in tight spaces)



Convenience Oriented Technology

Wireless Connectivity



Larger
LCD Screens



Advanced
ADAS



Increased Cargo and 2nd Row Space

Cargo Fit 2 Large Suitcases
28" x 21" x 13"



More 2nd Row Comfort





Andrew Moir
Senior Design Manager – Advanced Mobility
Hyundai Design North America

KONA
SX2 EV DESIGN STORY

HYUNDAI DESIGN

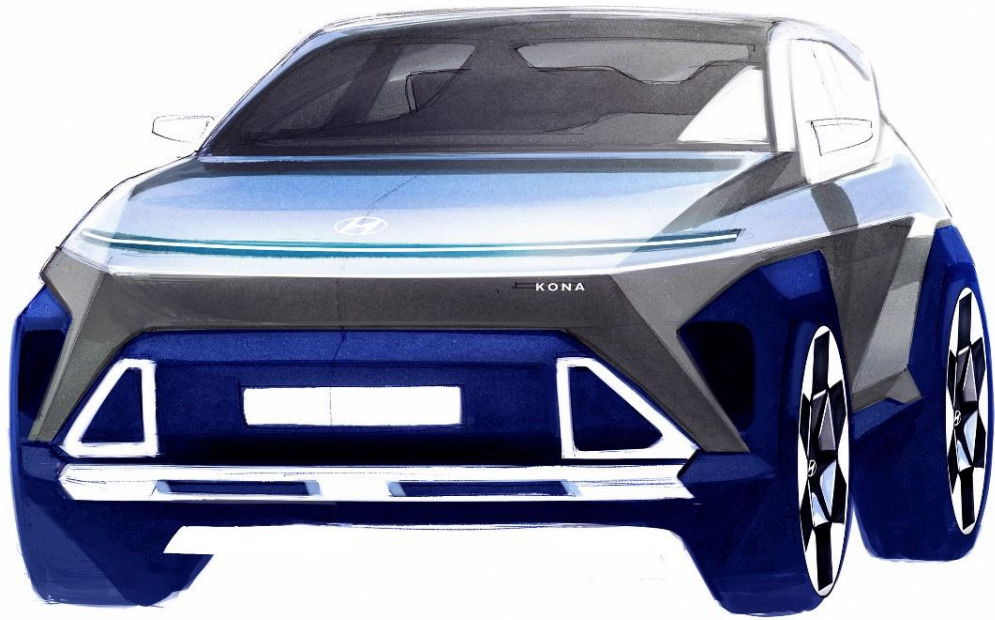


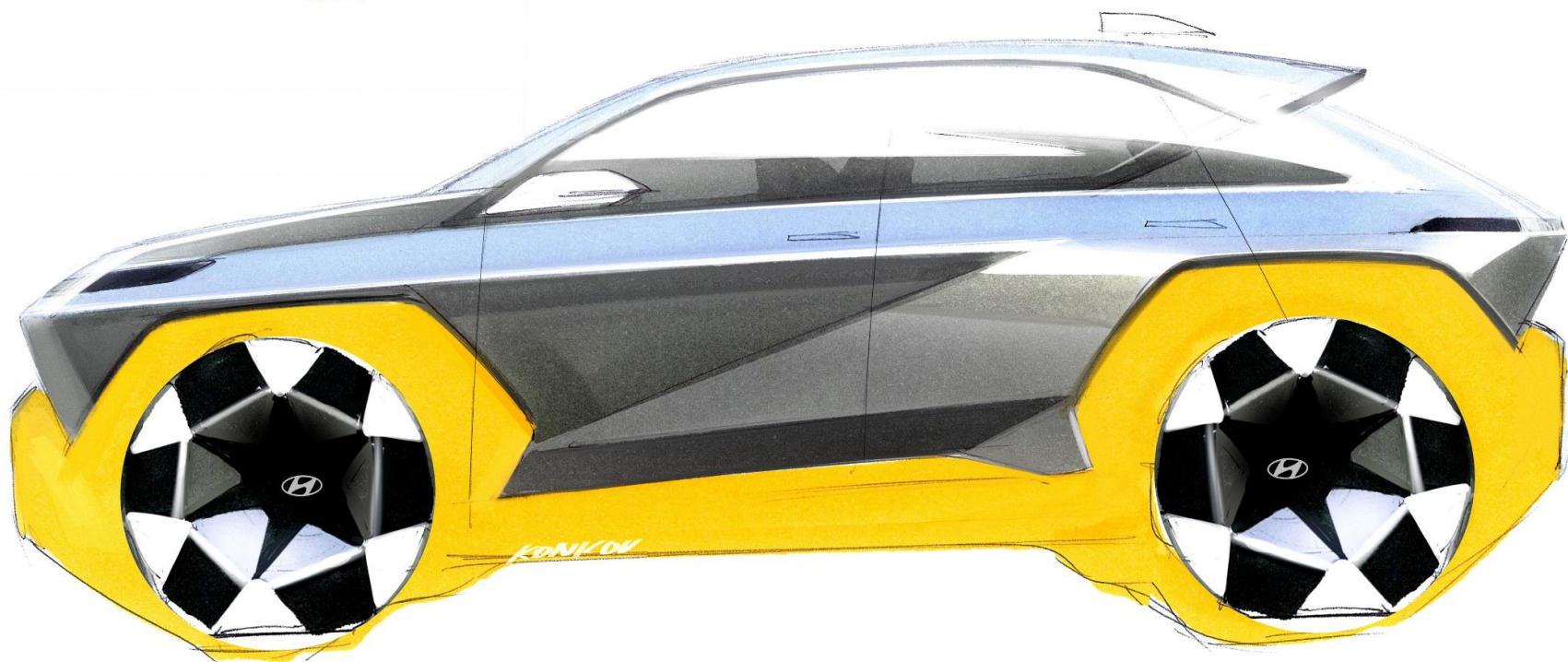
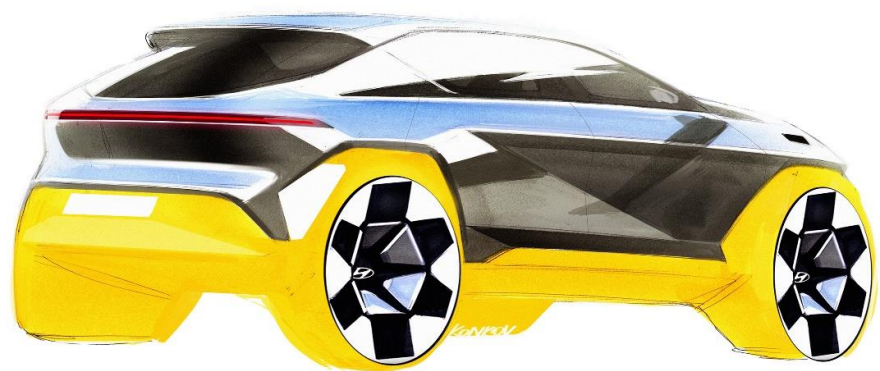


K O N A

FENG CHOI


























SX2 EV DESIGN STORY

THE ROLE OF KONA IN HYUNDAI SUV LINE UP

GLOBAL	SUB-COMPACT	SUB-COMPACT	COMPACT	COMPACT BEV	FUEL CELL	MID-SIZE	MID-SIZE	MID-SIZE BEV
								
	YOUTHFUL	ICONIC	TRENDSETTER	ORIGINAL	PROGRESSIVE	CHARISMATIC	COMMANDING	---
	QX	OS PE	NX4 long	NE	FE	TM f/l	LX2	ME
	4,035 x 1,770 x 1,562 (2,520) India 3,995 x 1,770 x 1,605 (2,500)	4,200 x 1,800 x 1,550 (2,600)	4,630 x 1,865 x 1,665 (2,755)	4,600 x 1,890 x 1,605 (3,000)	4,670 x 1,860 x 1,630 (2,790)	4,785 x 1,900 x 1,685 (2,765)	4,980 x 1,970 x 1,750 (2,900)	---
								

SX2 EV DESIGN STORY

THE ROLE OF KONA IN HYUNDAI SUV LINE UP

GLOBAL	SUB-COMPACT	SUB-COMPACT	DESIGN-FOCUSED ICONIC SUV			MID-SIZE BEV
	 <p>YOUTHFUL</p> <p>QX</p> <p>4,035 x 1,770 x 1,562 (2,520)</p> <p>India 3,995 x 1,770 x 1,605 (2,500)</p> 	 <p>ICONIC</p> <p>OS PE</p> <p>4,200 x 1,800 x 1,550 (2,600)</p> 			 <p>ING</p> <p>(2,900)</p> 	<p>---</p> <p>ME</p> <p>---</p> 

INHERITED THE EYE-CATCHING AESTHETIC OF KONA



C-PILLAR

COMPOSITE LIGHT

CLADDING

DYNAMIC ROOFLINE

KEY ELEMENTS TO RETAIN

SX2 EV DESIGN STORY
THE ACTIVE ICON



STILL A KONA

SX2 EV DESIGN STORY
THE ACTIVE ICON



UPSCALED

MERGED WITH PIXELS



SX2 EV DESIGN STORY

DESIGN FOCUS

EV-DERIVED
FUTURISTIC DESIGN

EXPRESSIVE
CHARACTERS

LIFESTYLE SUPPORTING
USABILITY

SX2 EV DESIGN STORY

DESIGN FOCUS

EV-DERIVED
FUTURISTIC DESIGN

EXPRESSIVE
CHARACTERS

LIFESTYLE SUPPORTING
USABILITY

SX2 EV DESIGN STORY

DESIGN FOCUS

①

EV
DESIGN



②

ICE
DESIGN

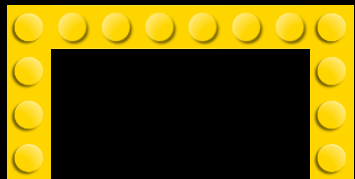
SX2 EV DESIGN STORY
EV-DERIVED FUTURISTIC DESIGN



EV-DERIVED EXTERIOR DESIGN

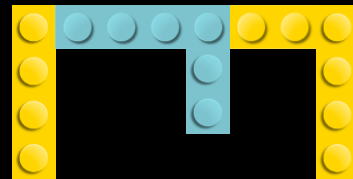
EV-focused design as the designers began with the EV, with an intention to blur the line between the ICE and EV

EV-FOCUSED INTERIOR DESIGN



UNIVERSAL ARCHITECTURE

EV-like universal architecture for all



DRIVER-CENTERED

Driver-focused interior that adds emotional value

SX2 EV DESIGN STORY

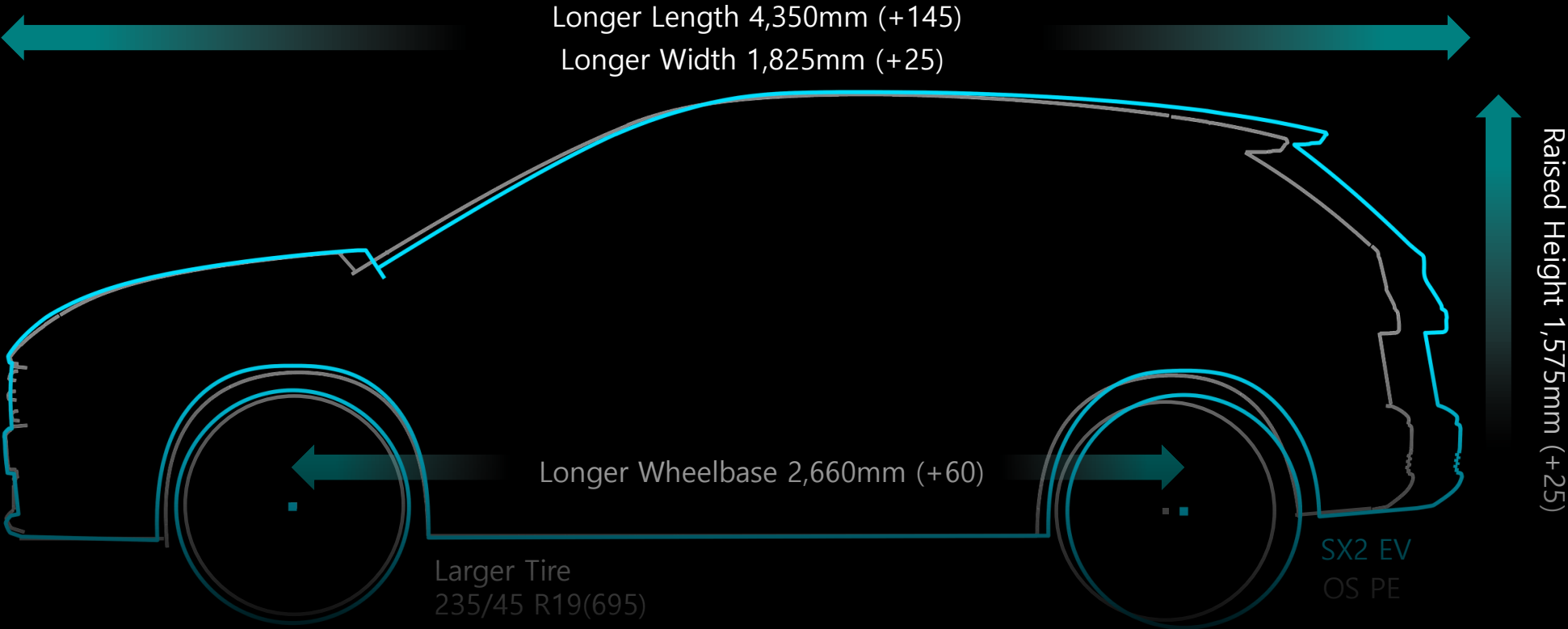
DESIGN FOCUS

EV-DERIVED
FUTURISTIC DESIGN

EXPRESSIVE
CHARACTERS

LIFESTYLE SUPPORTING
USABILITY

SX2 EV DESIGN STORY
EXPRESSIVE CHARACTERS



KONA'S UNIQUE PROPORTION, BUT BIGGER

SX2 EV DESIGN STORY
EXPRESSIVE CHARACTERS



AERODYNAMIC NOSE

A clean, distinctive nose of the car emphasizes the pure volume of the front and increases Kona's aerodynamic performance.

SX2 EV DESIGN STORY
EXPRESSIVE CHARACTERS



SEAMLESS HORIZON LAMP
Distinctive Design Elements to Diversify the Line Up

SX2 EV DESIGN STORY
EXPRESSIVE CHARACTERS



ICONIC DESIGN ELEMENT
FRONT

Inspired by rugged product design, emphasizes SUV-like wide and futuristic impression



SX2 EV DESIGN STORY
EXPRESSIVE CHARACTERS



PIXELATED HORIZON LAMP

Hyundai's first Pixelated Seamless Horizon Lamp creates a wide, futuristic impression

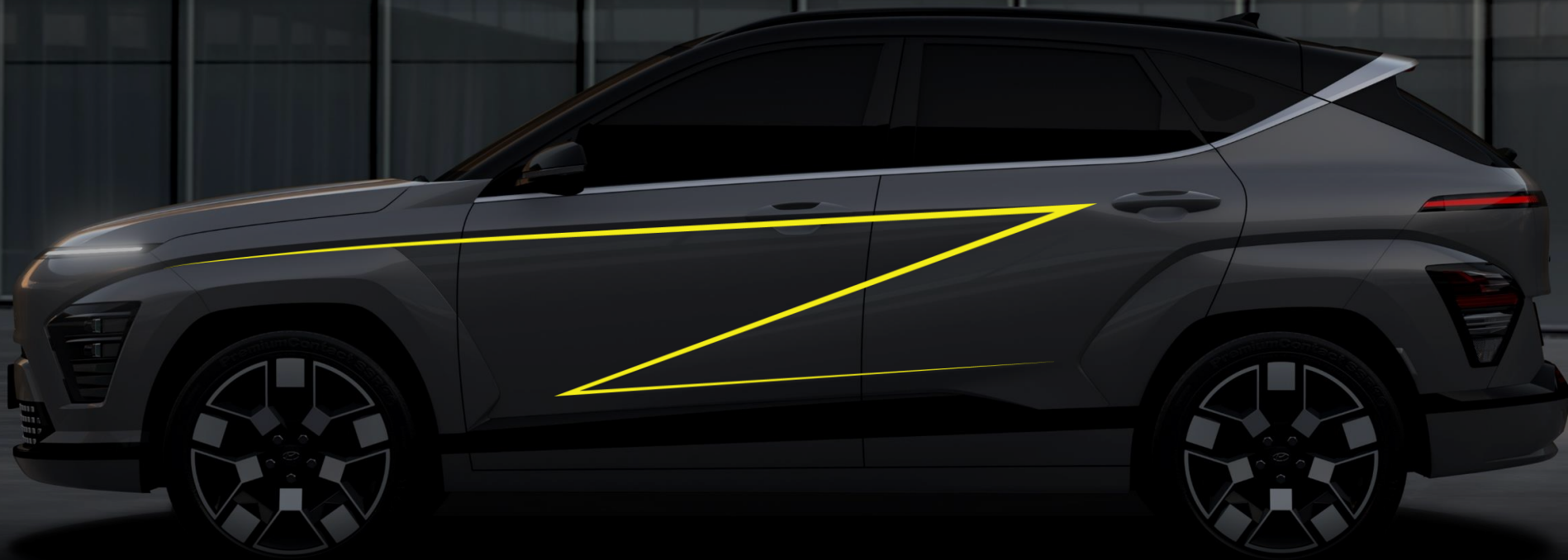
SX2 EV DESIGN STORY
EXPRESSIVE CHARACTERS



DISTINCTIVE
WHEEL ARCH CLADDING
DESIGN (ARMOR)

The head and rear lamps again integrated
with the rugged wheel arch cladding design

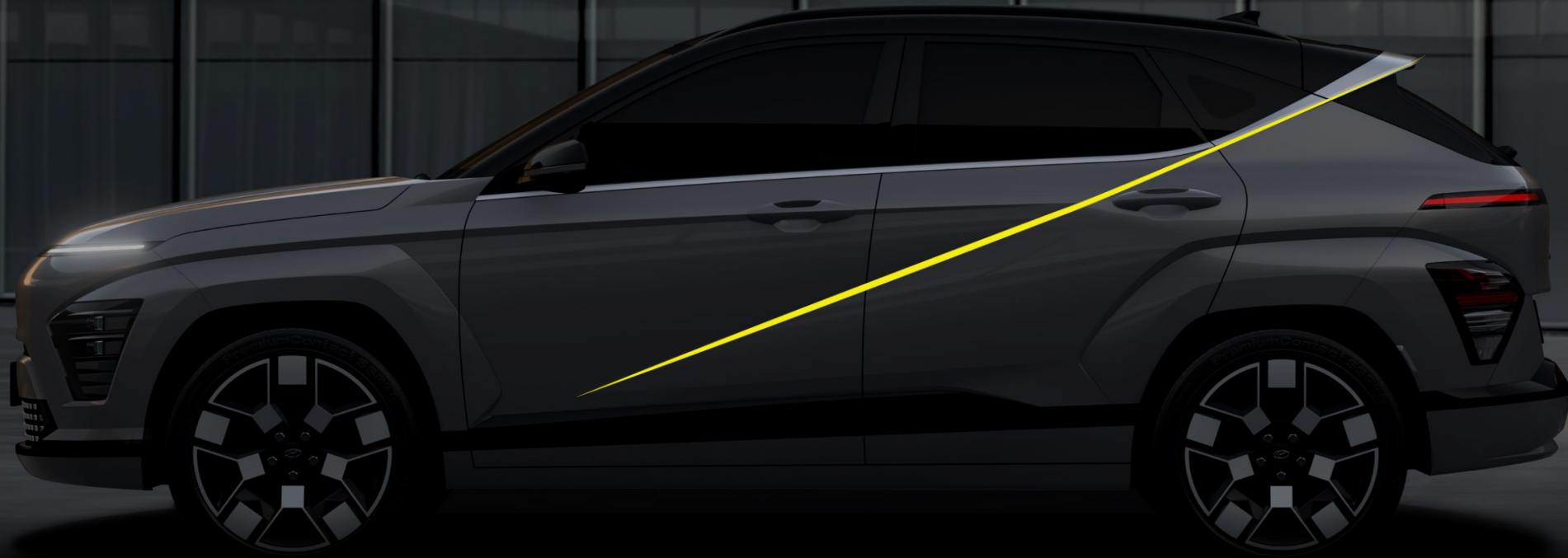
SX2 EV DESIGN STORY
EXPRESSIVE CHARACTERS



PARAMETRIC SURFACE

The dynamic character line creates a contrast with the simple volume of the Kona

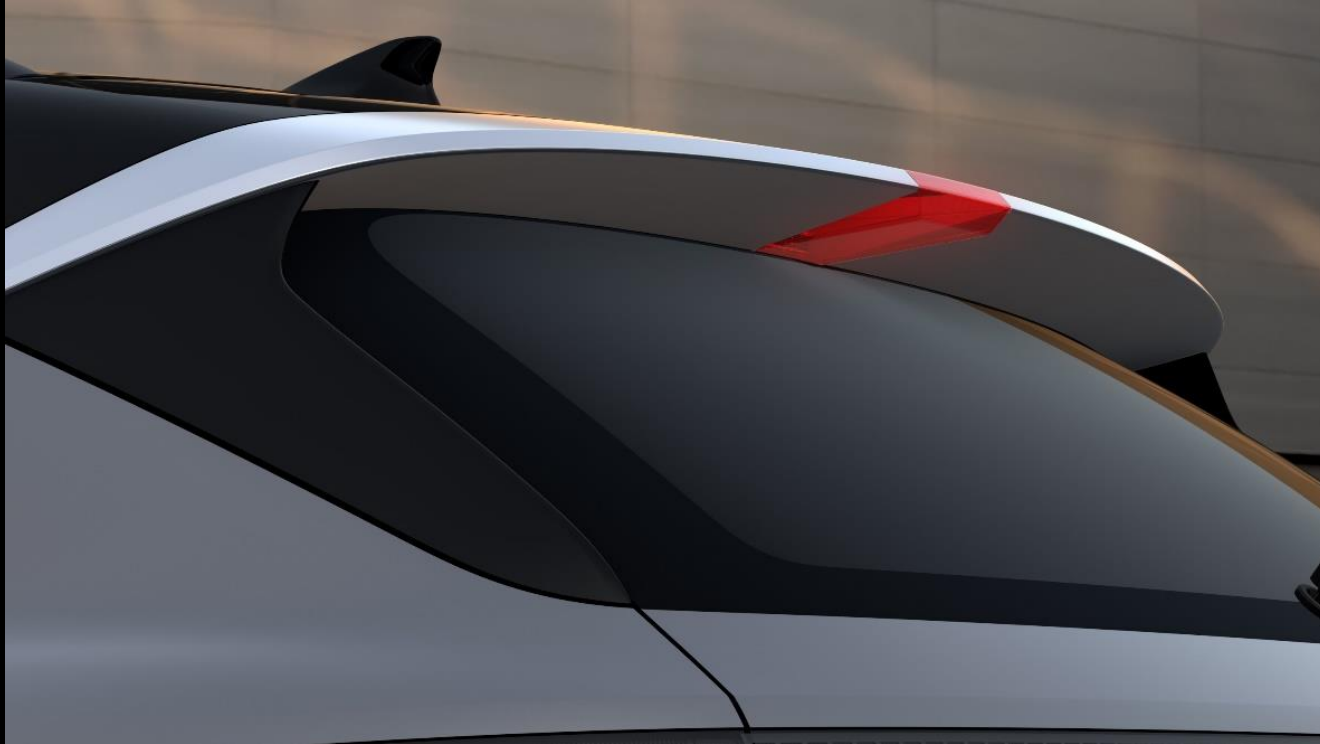
SX2 EV DESIGN STORY
EXPRESSIVE CHARACTERS



SHARP CONNECTING LINE

And also connects with the beautiful chrome molding from the belt line to the spoiler, to create a line that wraps around the whole vehicle, maximizing its sporty & dynamic image

SX2 EV DESIGN STORY
EXPRESSIVE CHARACTERS



SPOILER INTEGRATED HMSL

CHMSL integrated with chrome molding that extends from the belt line and wraps around the entire spoiler

SX2 EV DESIGN STORY
EXPRESSIVE CHARACTERS



BLACK EMBRACING LINE

Black line molding that encircles the lower body to emphasize its light & clean aesthetic

SX2 EV DESIGN STORY
EXPRESSIVE CHARACTERS



ICONIC DESIGN ELEMENT
REAR

Inspired by rugged product design, emphasizes SUV-like wide and futuristic impression



SX2 EV DESIGN STORY

DESIGN FOCUS

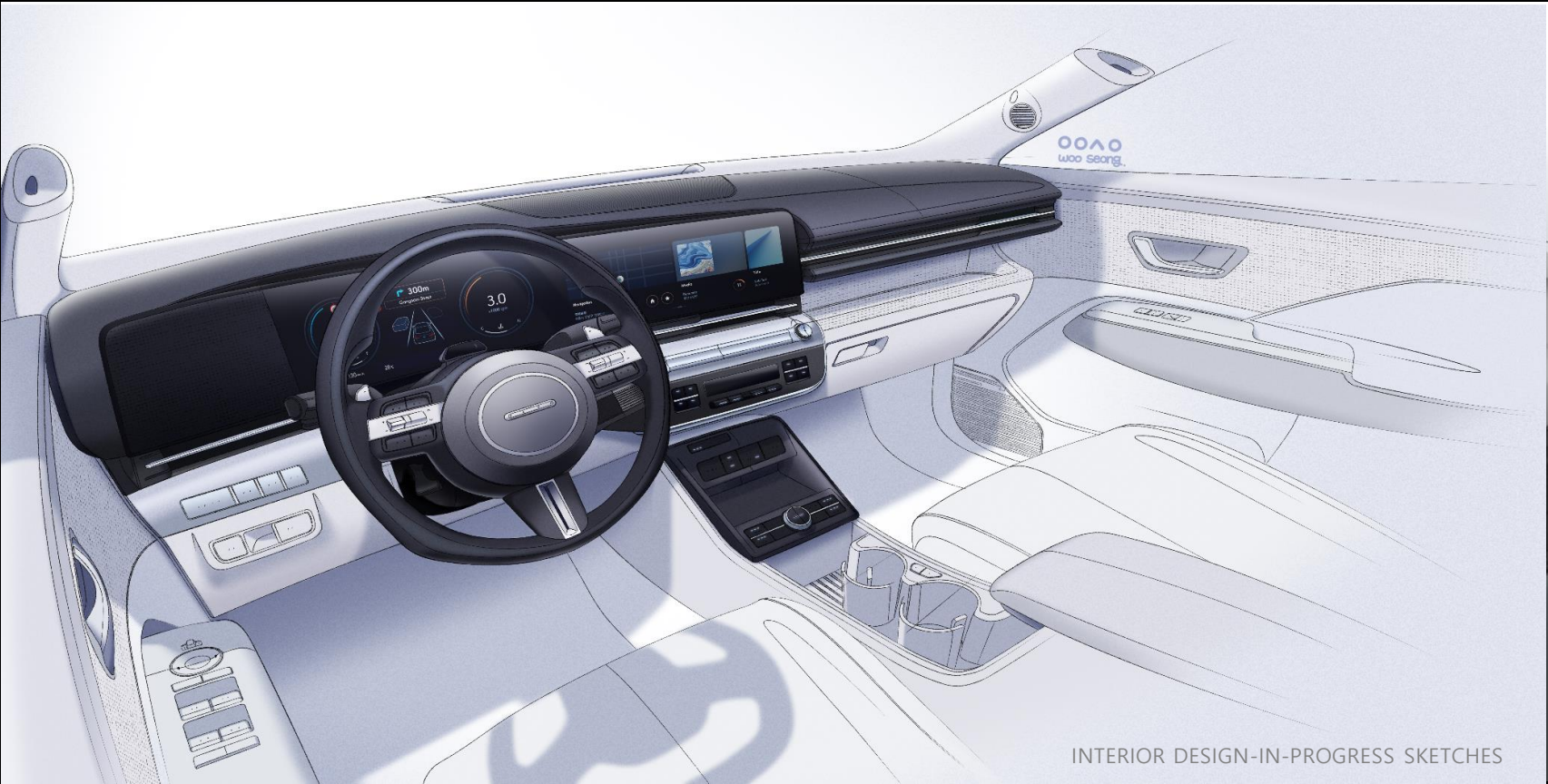
EV-DERIVED
FUTURISTIC DESIGN

EXPRESSIVE
CHARACTERS

LIFESTYLE SUPPORTING
USABILITY

SX2 EV DESIGN STORY

LIFESTYLE SUPPORTING USABILITY



SX2 EV DESIGN STORY
LIFESTYLE SUPPORTING USABILITY



UNIVERSAL ARCHITECTURE
Simple, EV-like universal architecture for all

*For reference only (Rendering not final)

SX2 EV DESIGN STORY
LIFESTYLE SUPPORTING USABILITY



DRIVER-CENTERED INTERIOR

Sporty layout with the driver-centered structure, and floating horizontal C-Pad layout to emphasize slim and wide interior

*For reference only (Rendering not final)

SX2 EV DESIGN STORY

LIFESTYLE SUPPORTING USABILITY



Sofa-like rear seats

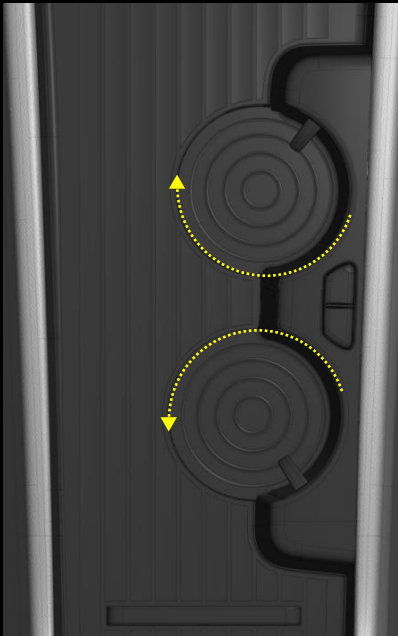
2nd row seats that resemble sofa provide a new experience, maximum interior usability, and is convenient to prevent pollution

*For reference only (Rendering not final)

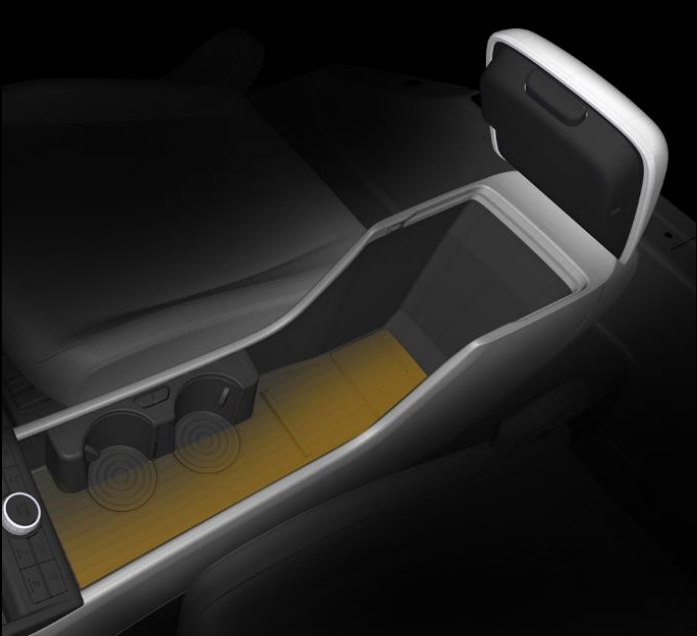
PRACTICAL STORAGE SPACES



WIRELESS CHARGING PAD / PHONE STAND



ROTATIONAL CUP HOLDERS



OPEN CONSOLE BOX



CONSOLE ARM REST STROAGE

*For reference only (Rendering not final)



Melvyn Bautista
Hyundai Motor America

2024 Kona Product Overview

HYUNDAI



- More capable SUV styling with class-leading technology, convenience, and safety features
- Nearly 6-inches longer than outgoing model with more rear legroom (+3-in) and cargo space (+6 cu ft)

Key Exterior Elements

Bold, Dynamic Proportions



Body Sculpted Cladding



Distinctive LED Light Signature



Hands-free Smart Liftgate



Wide Power Tilt/Slide Sunroof



Vibrant New Color Palette



Key Interior Elements

Driver-Oriented Layout



Dual 12.3" Integrated Digital Displays



Ambient Lighting & Expansive Storage



H-Tex® Leatherette Seating surfaces



Large Multi-Use Console



Increased Cargo Capacity



Convenience Features

HYUNDAI

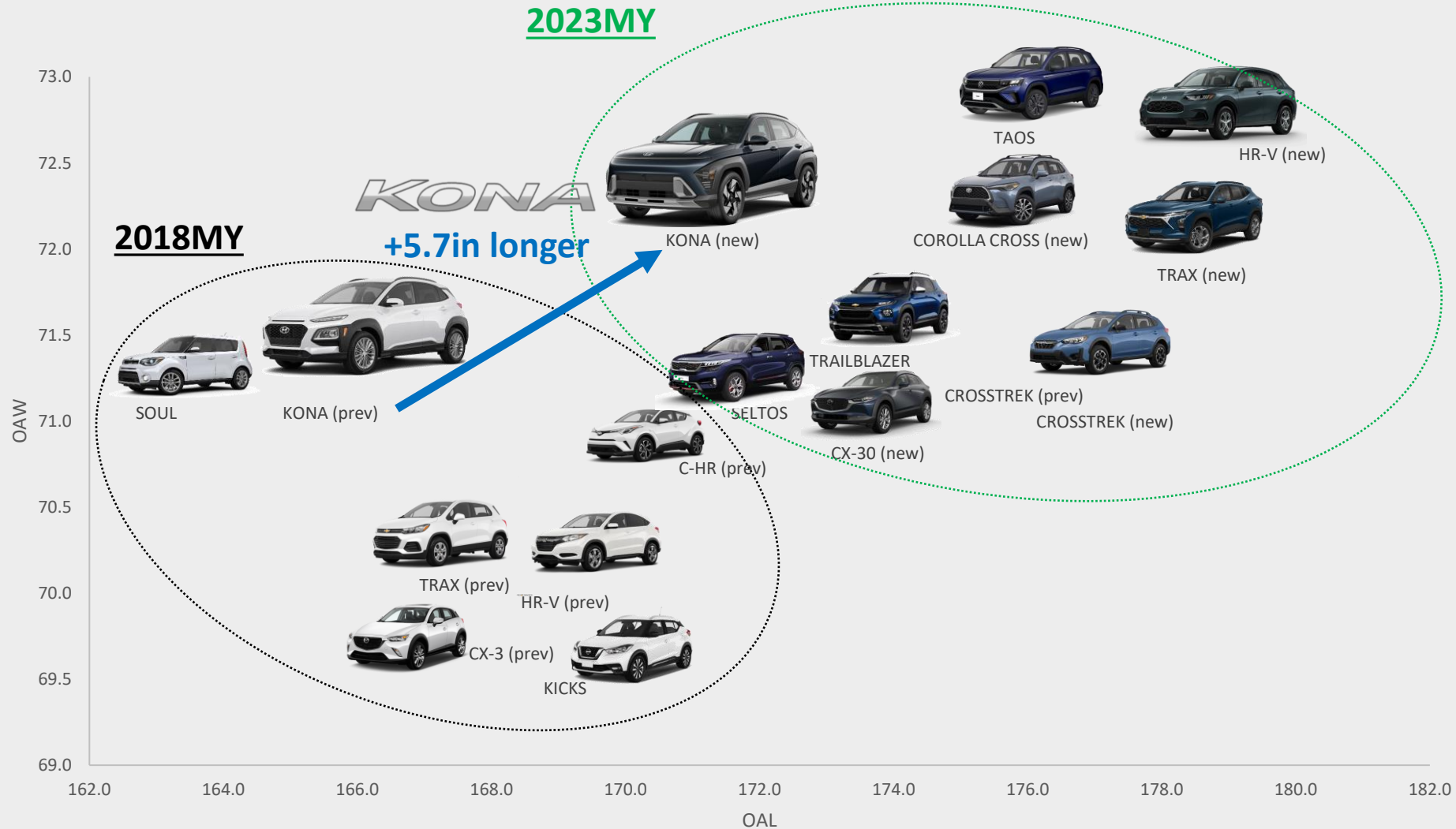


SIZE AND DIMENSIONS



Small SUV Segment and Size Growth

- Small SUV segment models between 160-170 inches in length
- Growth trend to over 170 inches
- Kona focuses on the fun-to-drive and easy to maneuver driving dynamics



of Small SUV Models

15

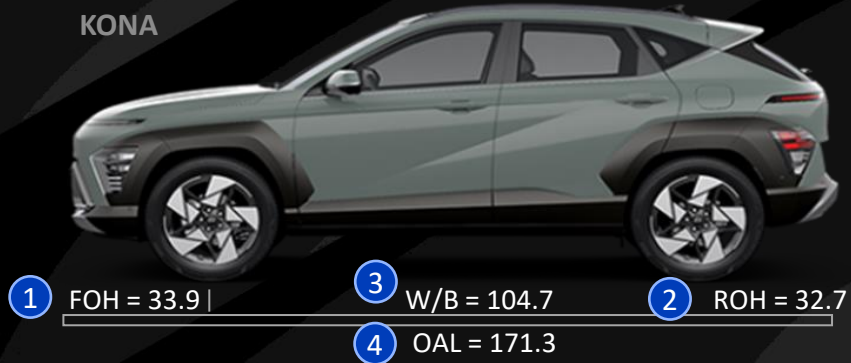
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	2018	2023
1	Kona	Kona
2	Trax	Trax
3	HR-V	HR-V
4	CX-3	CX-30
5	Outlander Sport	Outlander Sport
6	Eclipse Cross	Eclipse Cross
7	Kicks	Kicks
8	Crosstrek	Crosstrek
9	CH-R	Corolla Cross
10	Countryman	Countryman
11	Encore	Encore
12	Soul	Soul
13	Renegade	Renegade
14	500X	500X
15	Ecosport	-
16	-	Venue
17	-	Taos
18	-	Trailblazer
19	-	Niro
20	-	Seltos
21	-	Hornet

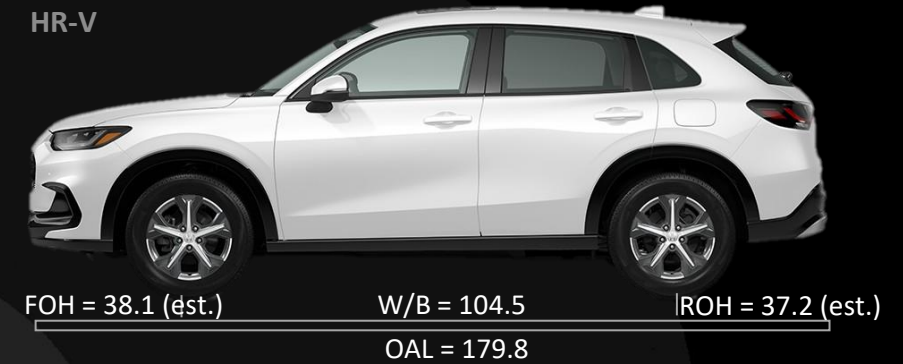
Dynamic Styling – Front & Rear Overhangs

1) Kona's Front Overhang and Rear Overhang were minimized to emphasize the dynamic and sporty proportions of Kona

KONA



HR-V



Corolla Cross



Crosstrek



Dimensions (in.)	New Kona	'24 HR-V	'23 Corolla Cross	'24 Crosstrek
1 Front Overhang (FOH)	33.9	38.1 (est.)	37.6	38.4 (est.)
2 Rear Overhang (ROH)	32.7	37.2 (est.)	34.1	33.8 (est.)
3 Wheelbase (W/B)	104.7	104.5	103.9	104.4
4 Overall Length (OAL)	171.3	179.8	175.6	176.4
(FOH+ROH)/ OAL	38.8%	41.8%	40.8%	40.8%

Exterior Dimensions

- 1) Kona's exterior dimensions have increased in all measurements providing more capability and utility
- 2) Increases in length, width, and wheelbase allow for improved ride comfort and rear packaging



Dimensions (in.)	New Kona	Diff	Prev Kona	HR-V	Corolla Cross	Crosstrek	Seltos
Length	171.3	+5.7	165.6	179.8	175.6	176.4	172.6
Width	71.9	+1.0	70.9	72.4	71.9	70.9	70.9
Height	63.6	+2.6	61.0	63.4	64.8	63.0	64.0
Wheelbase	104.7	+2.3	102.4	104.5	103.9	105.1	103.5
Ground Clearance	6.9 (FWD) / 8.3 (AWD)	+0.2 / +1.6	6.7	7.0	8.1	8.7	7.3
Turning Radius (feet)	17.4	-	17.4	17.6	17.7	17.7	17.4

Class-Leading Passenger Volume

- With efficient interior packaging, Kona offers class-leading passenger volume

Passenger Volume:

Model	Passenger
New KONA	101.2
CROSSTREK	100.5
TRAX	99.8
SELTOS	99.6
TAOS	99.5
HR-V	98.7
TRAILBLAZER	98.2
ROGUE SPORT	96.0
COROLLA CROSS	94.9
Prev KONA	94.1
KICKS	92.7



Cargo Volume:

Model	Cargo
TAOS (FWD)	27.9
SELTOS	26.6
COROLLA CROSS	26.5
TRAX	25.6
New KONA	25.5
TRAILBLAZER	25.3
KICKS	25.3
TAOS (AWD)	24.9
HR-V	24.4
ROGUE SPORT	22.9
CROSSTREK	19.9
Prev KONA	19.2



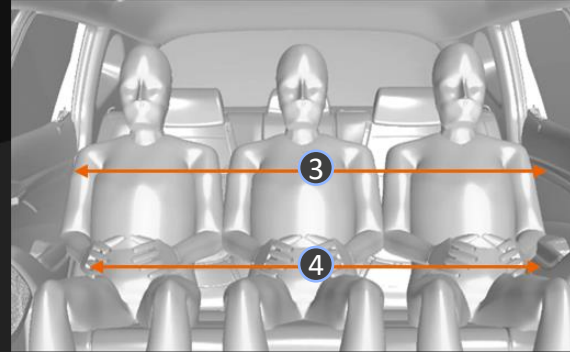
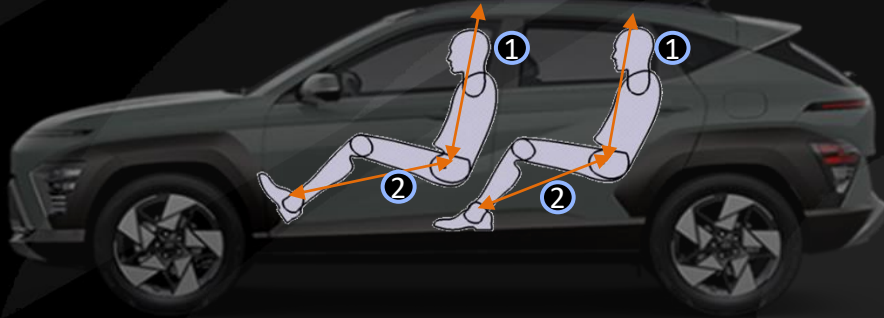
Interior Volume:

Model	Total
TAOS (FWD)	127.4
New KONA	126.7
SELTOS	126.2
TRAX	125.4
TAOS (AWD)	124.4
TRAILBLAZER	123.5
HR-V	123.1
COROLLA CROSS	121.4
CROSSTREK	120.4
ROGUE SPORT	118.9
KICKS	118.0
Prev KONA	113.3



Interior Dimensions

- Kona's interior dimensions have also grown in all areas
- Among the best in segment providing space where it matters most

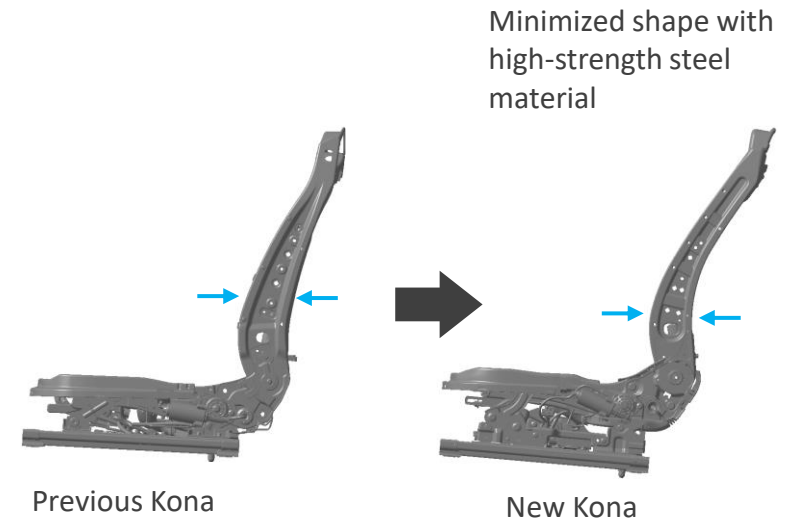
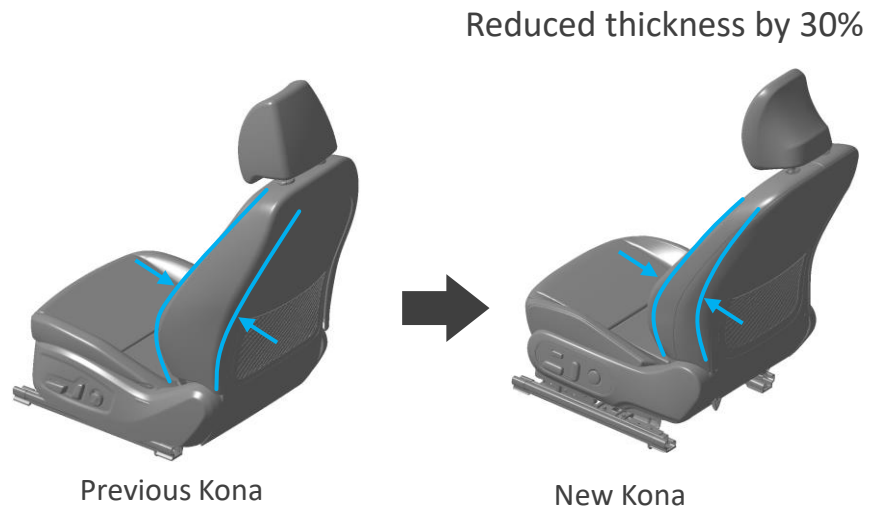


Dimensions (in.)	New Kona	Diff	Prev Kona	HR-V	Corolla Cross	Crosstrek	Seltos
① Headroom (F/R)	39.9 / 38.3	+3.3 / +0.5	36.6 / 37.8	39.4 / 38.0	39.5 / 39.1	39.8 / 38.0	40.0 / 38.4
② Legroom (F/R)	41.7 / 38.2	+0.2 / +3.0	41.5 / 35.2	41.9 / 37.7	42.9 / 32.0	43.1 / 36.5	41.4 / 38.0
③ Shoulder Room (F/R)	56.8 / 55.2	+1.3 / +0.7	55.5 / 54.5	56.6 / 55.2	52.7 / 52.4	56.7 / 55.6	55.5 / 54.7
④ Hip Room (F/R)	54.3 / 52.4	+1.0 / +0.2	53.3 / 52.2	54.0 / 47.4	52.6 / 43.8	55.1 / 53.2	53.5 / 52.8
⑤ Cargo Volume (cu ft) with rear seats folded	25.5 63.7	+6.3 +17.9	19.2 45.8	24.4 55.1	26.5 66.8	20.8 54.7	26.6 62.8

Interior Seating

Slim Front Seat Design

- Reduced seat back thickness by 30% while not sacrificing seat comfort
- Provides more comfort for rear passengers

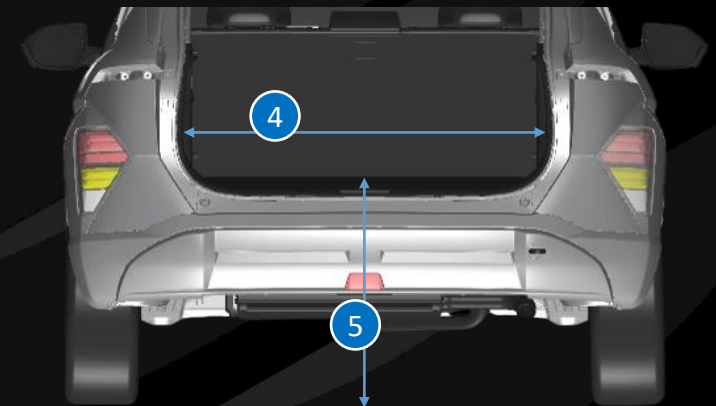
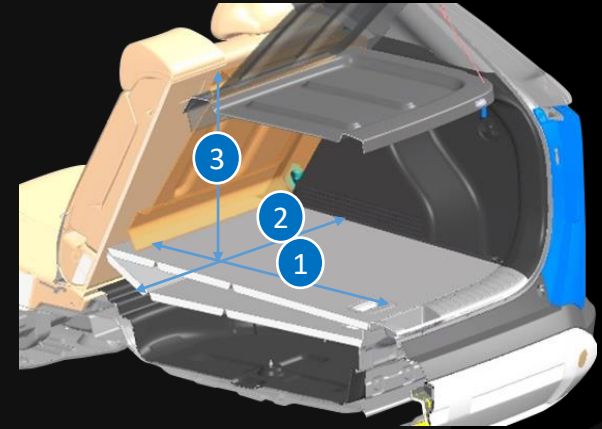


Increased Cargo Capacity

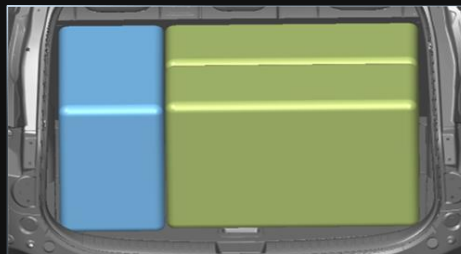
Cargo Capacity / Loading Convenience

- Lower loading height and increased LWH as well as opening width
- Fits up to two golf bags, four duffel bags, or three 28" suitcases

Cargo space (in.)		Previous KONA	All-new KONA
①	Length	27.4	↑ 34.1
②	Width	38.0	↑ 41.0
③	Height	20.9	↑ 27.8
④	Opening width	39.5	↑ 41.0
⑤	Loading height	27.4	↓ 26.6
Cargo Capacity (cu. ft.)		19.2	↑ 25.5
w/ rear seats folded		45.8	↑ 63.7



Two Golf Bags + Four Duffel Bags

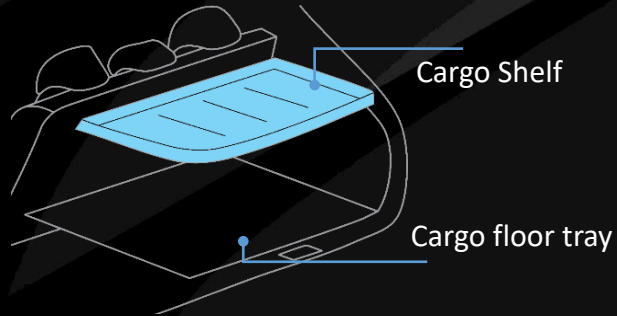


Three 28" Suitcases

Rear Cargo Shelf and Floor Tray

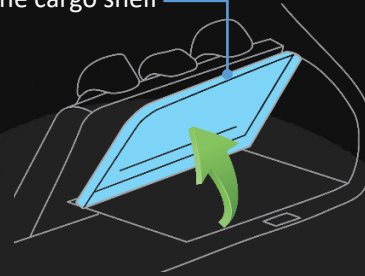
Various Customizable Configurations

Default position



Application A

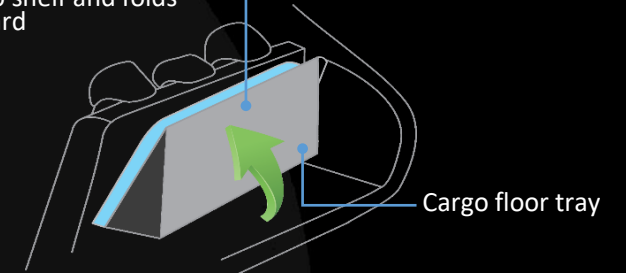
Stores the cargo shelf



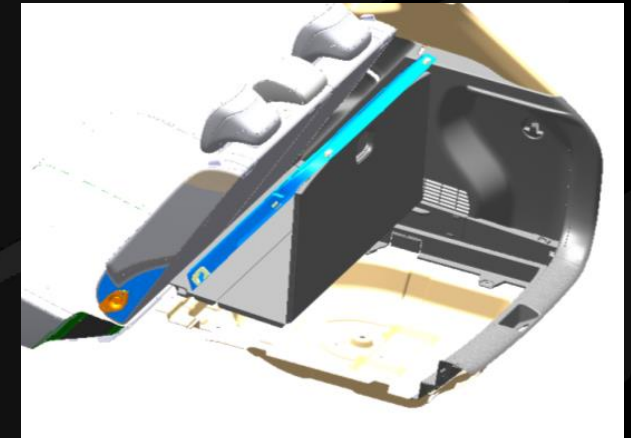
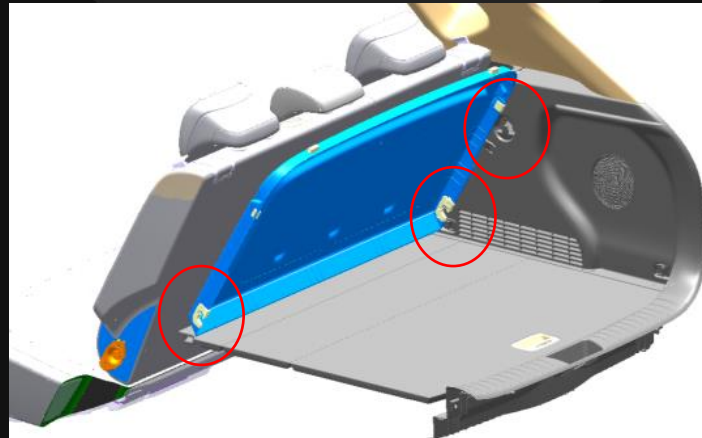
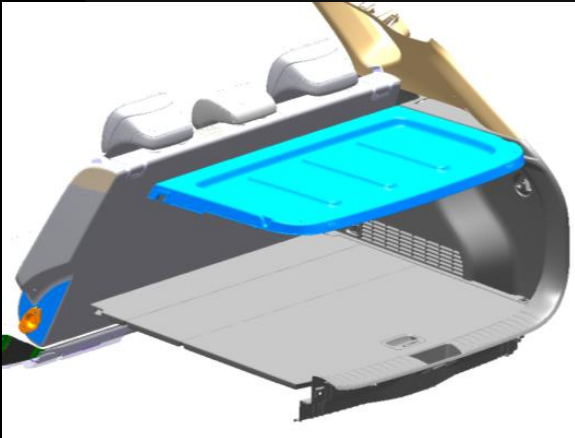
The cargo shelf can be stored in the rear seatback to improve convenience when loading bulky items

Application B

Stores the cargo shelf and folds the luggage board



When cargo floor tray is opened and cargo shelf is secured, taller items or bulky boxes can be stored



PERFORMANCE

 HYUNDAI

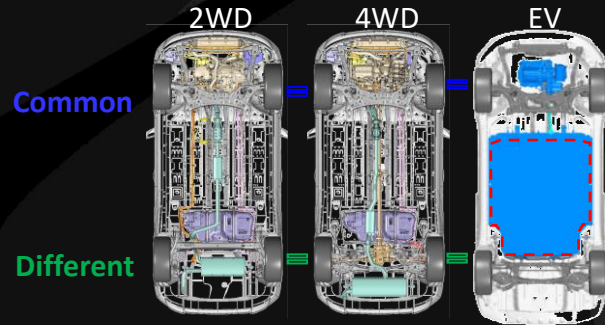


3rd Generation K Platform (K3)

- Reinforced modular ICE/EV platform with increased body rigidity and collision performance

Modular Platform

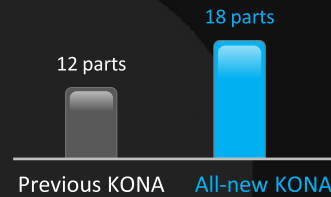
- Integrated platform modularization with ICE and EV applications



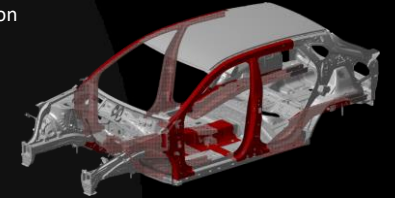
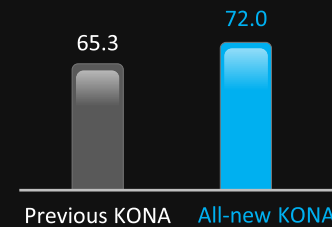
Body Rigidity

- Increased application of hot stamping parts and high-strength steel

Expanded application of 180K/150K class hot stamping parts



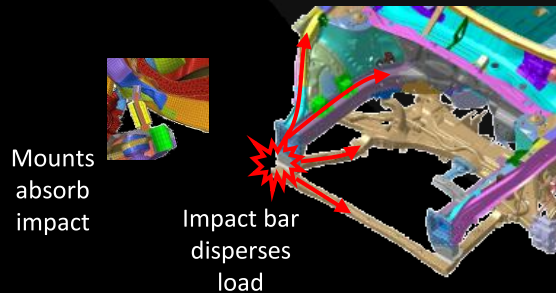
Average tensile strength comparison



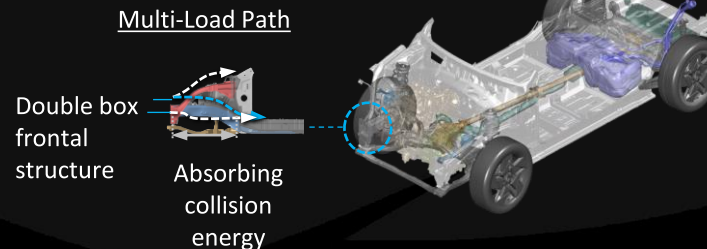
Application area for hot stamping parts

Front Collision Safety

- Reinforced side members and impact bar to disperse loads



- Multi-load path absorbs collision energy



Side Collision Safety

- Increased strength of side member
- Center pillar increased reinforcement



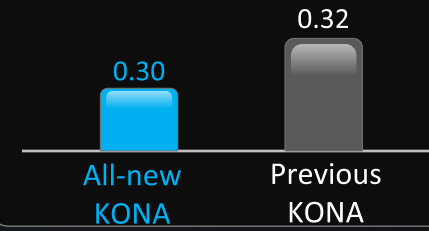
Aerodynamic Performance

HYUNDAI

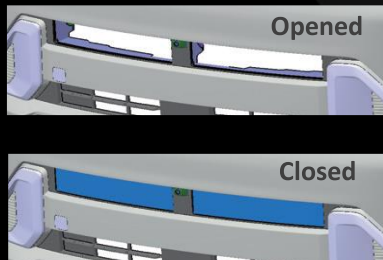
C_D 0.30



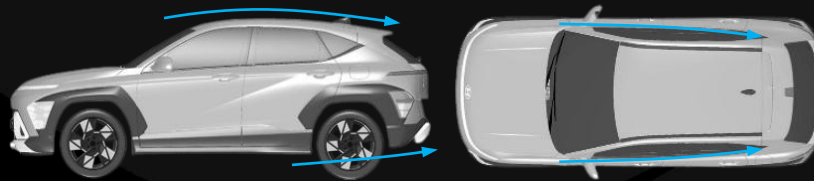
Aerodynamic performance



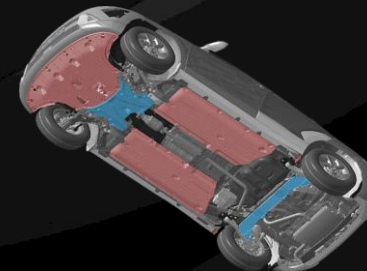
Active Grille Shutters



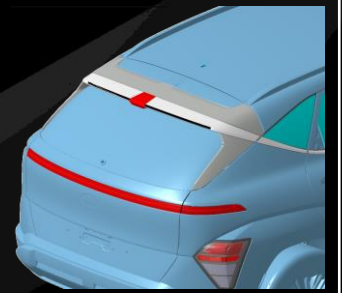
Roof Angle Optimization / Boat Tail Shape



Underbody Covers



Rear Spoiler Optimization



NVH Performance

- Measures taken to minimize interior Road, Wind, and Powertrain noises

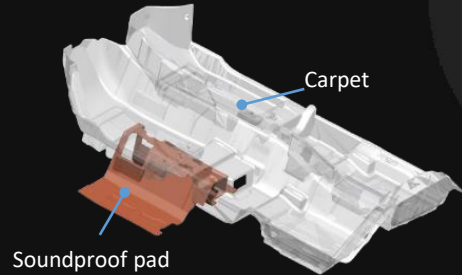


Road Noise

19" Acoustic Tires

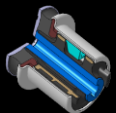


Floor Under Pad



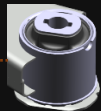
Rear Suspension Bushings

FWD (CTBA –models)



Hydro bushing

AWD (Multi-link models)



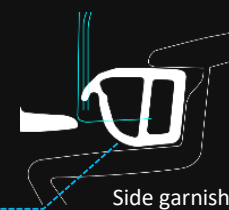
Member bushing

Wind Noise

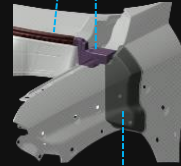
Reinforced Sealing at Wind Entry Points



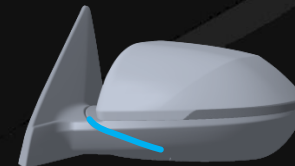
Door panel



End piece



Block foam



Powertrain Noise

Driveline and Exhaust Development

- 1.6T with 8AT powertrain rumble noise reduced (2.5dB↓) with applying driveline damper
- Kona's muffler noise reduced (1.5dB↓)



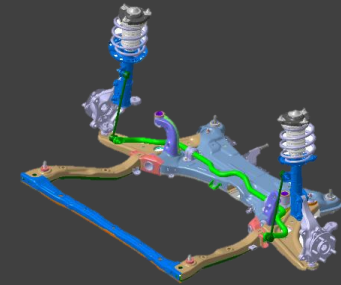
Rule of Thumb
1.5 dB reduction ~ Vehicle class up

Chassis and Suspension

Optimally tuned front/rear suspension realizes stable driving at highway speeds and agile performance even under extreme driving conditions.

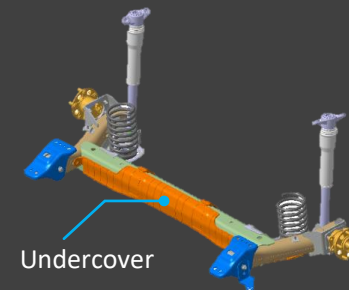


McPherson strut-type



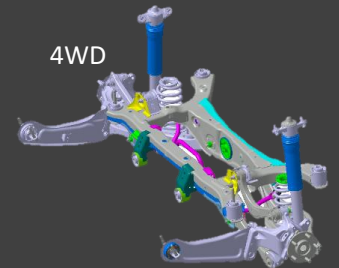
Application of frontal structure (impact-bar) to secure crash performance

Rear CTBA-type (FWD)



Exclusively for FWD, undercover applied to improve aerodynamics

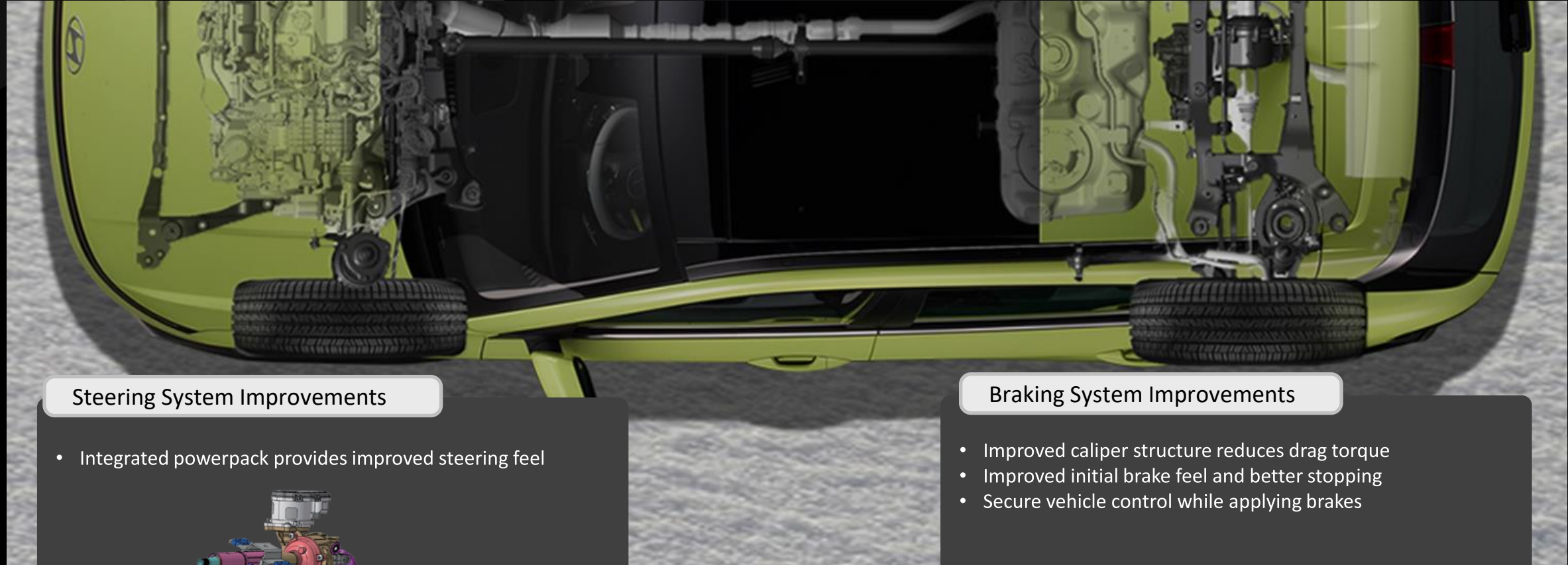
Rear Multi link-type (AWD)



Multi-Link suspension applied to AWD models

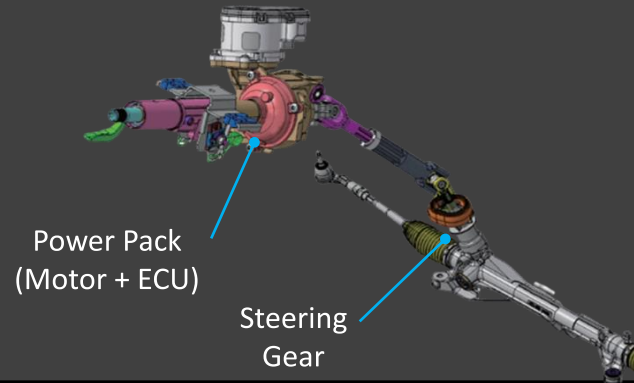
Steering and Braking

Steering and braking system enhancements provide a sense of control and stability depending on driving conditions.



Steering System Improvements

- Integrated powerpack provides improved steering feel

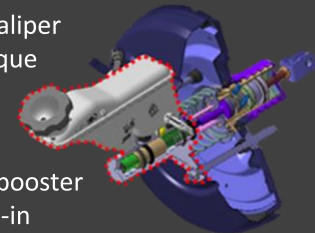


Braking System Improvements

- Improved caliper structure reduces drag torque
- Improved initial brake feel and better stopping
- Secure vehicle control while applying brakes

Reduced caliper
drag torque

Reduced booster
jump-in



Reduced
booster
power

Kona Powertrain Options

2.0L MPI Atkinson Engine



147

Maximum power (hp)



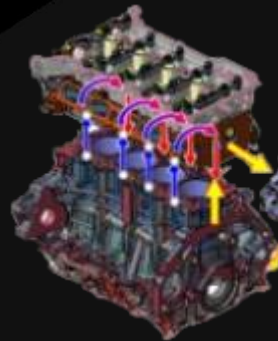
132

Maximum torque (lb-ft)



Intelligent Variable Transmission

Cooling – Integrated Thermal management module



To. Heater

To. Radiator

To. ATF warmer



Friction – Continuously Controlled Variable Oil Pump



Combustion – High Energy Ignition Coil

1.6T GDI Smartstream Engine



190

Maximum power (hp)



195

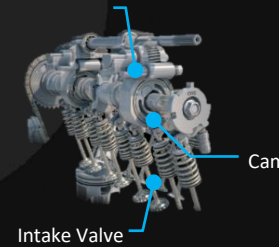
Maximum torque (lb-ft)



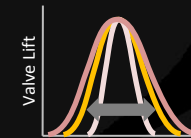
8-Speed Automatic Transmission
(replaces 7-speed DCT)

Continuously Variable Valve Duration – regulates duration of valve opening according to driving conditions while significantly reducing emissions

CVVD Assembly



CVVD Cam



Timing of Intake Valve

Independent Control per Condition

Powertrain Comparison		New Kona	HR-V	Corolla Cross	Crosstrek
Base	Displacement	2.0L	2.0L	2.0L	2.0L
	HP	147	158	169	152
	Torque (lb-ft)	132	138	151	145
	MPG	31	28	32	30
Upgrade	Displacement	1.6T	N/A	2.0L HEV	2.5L
	HP	190		196	182
	Torque (lb-ft)	195		NA	176
	MPG	28		42	29

Wheels and Tires

HYUNDAI

KONA ICE Wheel Designs				
Wheel Size	17"	18"	19"	
Trim Application	SE	SEL, SEL Convenience	Limited	N-Line
Design				
Color	Steel Gray	Machine Finish/Gloss Black	Machine Finish/Gloss Black	Metallic / Gloss Black
Tire Brand	Kumho All-Season		Kumho All-Season (Acoustic Foam)	
Tire Size	215/60R17	215/55R18	235/45R19	

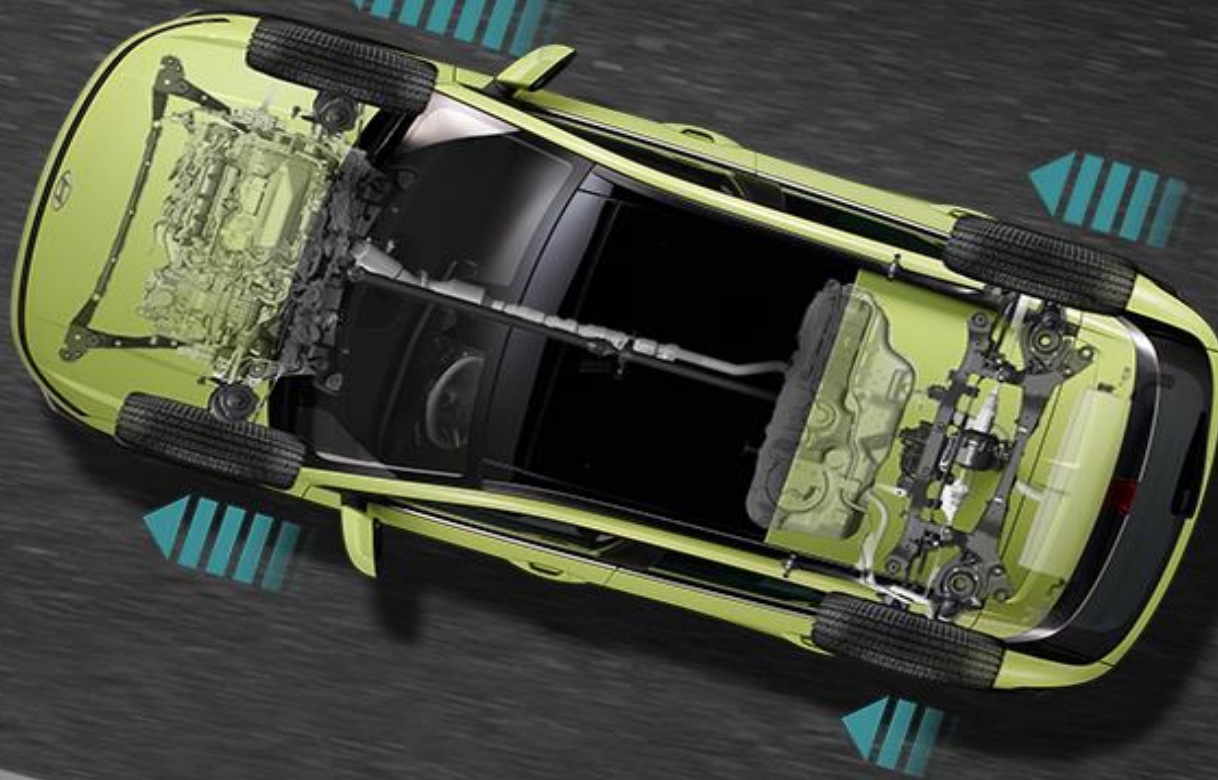


HTRAC All-Wheel Drive

The HTRAC all-wheel drive system actively distributes driving force to the front and rear wheels according to various driving conditions to achieve optimal driving performance

HTRAC

Drive Mode	AWD On-Demand Power Distribution
Normal	80:20 ~ 65:35
Eco	100:0 ~ 80:20
Sport	65:35 ~ 50:50
Snow	80:20 ~ 50:50
4WD Lock	50:50 (under 50mph)



Sensors



4-Wheel speed sensors



Acceleration sensor



Steering angle sensor

ABS / ESC



AWD Controller



AWD Coupling

Active distribution
of driving force
in real-time

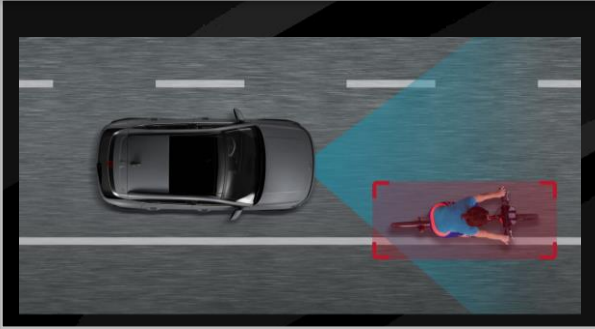
ADAS SAFETY FEATURES



Standard Hyundai Smartsense Safety Features

HYUNDAI

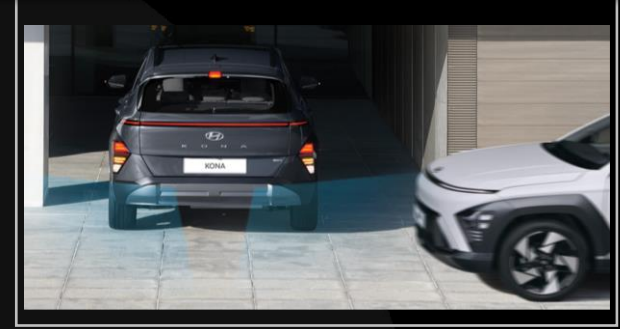
Forward Collision-Avoidance Assist



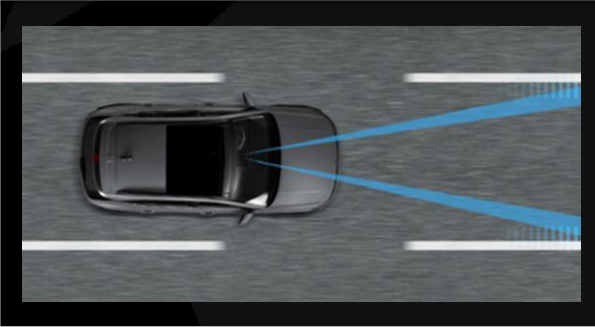
Blind-Spot Warning



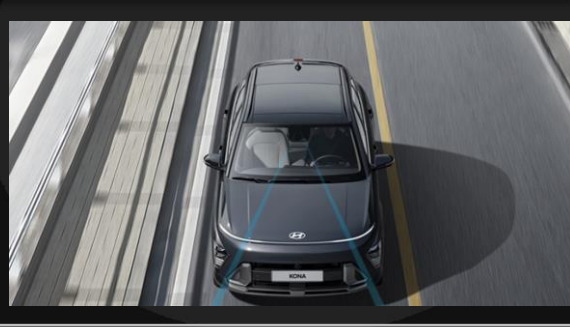
Rear Cross-Traffic Collision-Avoidance Assist



Lane Keeping Assist



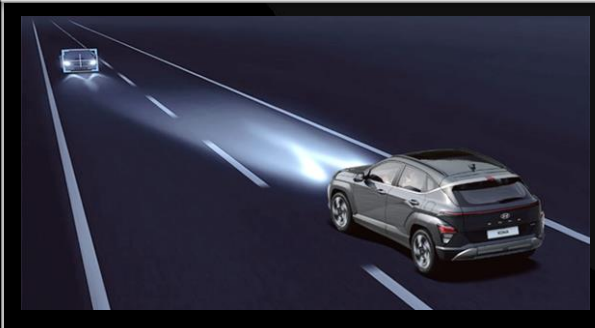
Lane Following Assist



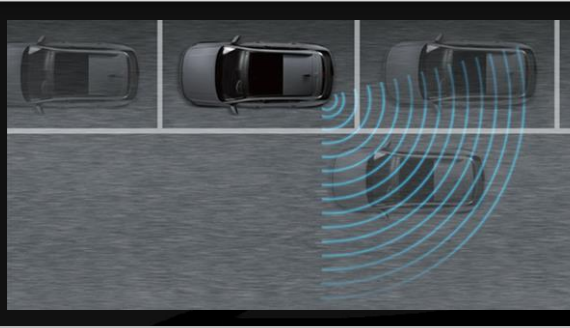
Driver Attention Warning



High Beam Assist



Safe Exit Warning



Rear Occupant Alert



Available Safety Features

HYUNDAI

NEW

Junction Turning & Driver Oncoming



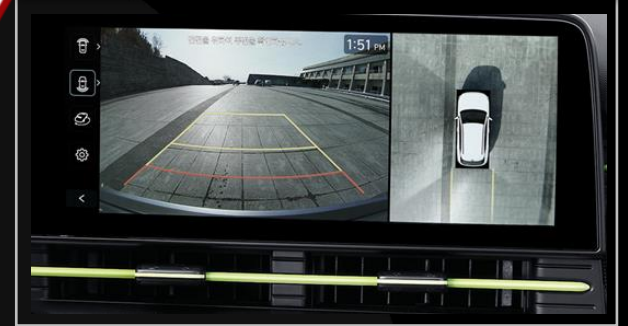
NEW

Blind-Spot View Monitor



NEW

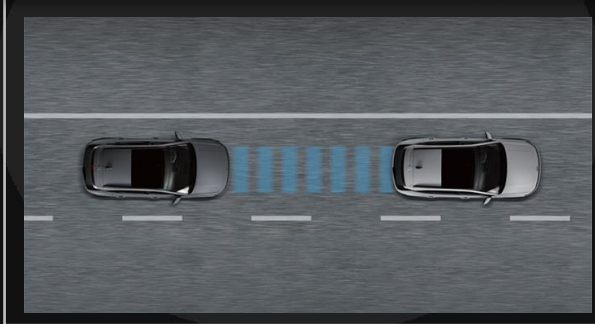
Surround View Monitor



Highway Driving Assist



Smart Cruise Control

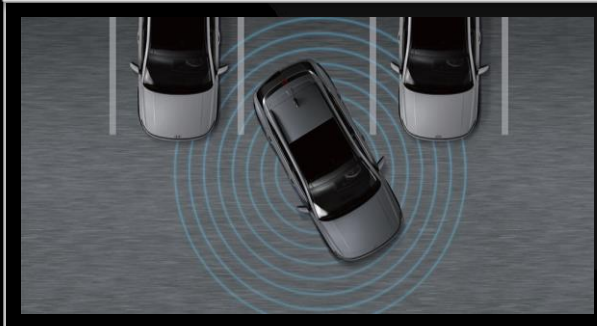


NEW

Parking Collision-Avoidance Assist



Parking Distance Warning



NEW

Front, Side, & Rear Contour Warning



NEW

Remote Smart Parking Assist



ADAS Feature Comparison

- Kona offers class-leading safety features that are not offered on with competitors

ADAS Feature	Kona	HR-V	Corolla Cross	Crosstrek
FCA w/Cyclist Detection	✓	X	✓	✓
FCA w/Junction Turning	✓	X	X	X
FCA w/Direct Oncoming	✓	✓	✓	X
Blindspot View Monitor	✓	X	X	X
Driver Attention Warning	✓	✓	X	✓
Haptic Steering Wheel	✓	✓	X	X
SCC w/Stop & Go	✓	✓	✓	X
Intelligent Speed Limit Assist	✓	✓	✓	X
Nav-based SCC with Auto Curve Slowdown	✓	X	✓	X
Highway Driving Assist	✓	X	X	✓
Rear Cross-traffic Collision-Avoidance Assist	✓	X	X	X
Safe Exit Warning	✓	X	✓	X
Parking Distance Warning – Forward	✓	✓	✓	X
Parking Distance Warning – Side	✓	X	X	X
Parking Collision-Avoidance Assist – Reverse	✓	X	✓	✓
Surround View Monitor	✓	X	X	X
Remote Smart Parking Assist	✓	X	X	X

CONNECTIVITY



Connectivity Features

Apple CarPlay & Android Auto



Front & Rear USB-C Ports



Digital Key 2 Touch



OTA Software Updates



Hyundai Pay

Phase 1: August 2023
Service: Parking Reservations
Provider: Parkopedia

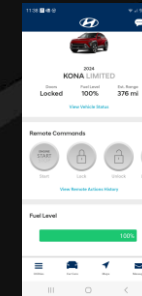
Parking



Bluelink+ and Wi-Fi Hotspot

Bluelink+

verizon



OTA Software Updates

- Convenient wireless software updates performed remotely
- Updates to major vehicle electronics such as navigation, cluster, module/control units, and ADAS systems

New Features & Enhancements

Offer new functions and improve upon existing features and functions as soon as updates are available.

Software Based Fixes

Update and improve operation of vehicle based on software frameworks over the air.

Save Time / Convenience

Wherever you are, get the latest software for your vehicle.



Apple CarPlay



androidauto

One of the first Kona OTA updates to be rolled out and continue through 2024...

- ✓ Hyundai has listened and we are proud to announce that we will be rolling out/enabling wireless AA/ACP functionality on navigation-equipped Kona models.

Bluelink Connected Car Updates



- Industry-leading connected car services subscription

Introducing “Bluelink+” on ALL MY24 Hyundai Models

From:

3 Years Included

To:

All-Included No Expiration

*Dependent on 4G LTE Network & Underlying Technology

Bluelink	3mo Included Period & Fees
Connected Care	3-Years New Owners, 3-Months Used Then \$9.90/mo
Remote	3-Years New Owners, 3-Months Used Then \$9.90/mo
Guidance	3-Years New Owners, 3-Months Used Then \$9.90/mo

Bluelink+	Included Period & Fees
Basic	All-Included for All Owners 1 st and Subsequent at No Cost
Advanced	All-Included 1 st Owners, 1-Year Free CPO, 3-Months Free Used Then \$12.99/mo

HYUNDAI

Best in Industry Connectivity



Bluelink+ vs. Competition

Comparison of free periods offered at point of new car purchase.

	Chevrolet	Ford	Toyota	Honda	Hyundai	Nissan	Kia	Subaru	Volkswagen	Tesla
SAFETY/SECURITY										
Auto Collision Assistance	1 Month	N/A	10 Years	1 Year	Complimentary	6 Months	5 Years	3 Years	No Trial	N/A
SOS Assistance	1 Month	N/A	10 Years	1 Year	Complimentary	6 Months	1 Year	3 Years	No Trial	N/A
GPS Roadside Assistance	1 Month	N/A	10 Years	Complimentary	Complimentary	6 Months	1 Year	3 Years	No Trial	N/A
MAINTENANCE										
Remote Diagnostics	10 Years	Complimentary	10 Years	Complimentary	Complimentary	3 Years	1 Year	3 Years	5 Years	8 Years
Maintenance Reminders	10 Years	Complimentary	10 Years	Complimentary	Complimentary	3 Years	5 Years	3 Years	5 Years	8 Years
OTA Software Updates	10 Years	Complimentary	10 Years	Complimentary	Complimentary	3 Years	1 Year	1 Year	5 Years	Wi-Fi
CONVENIENCE / REMOTE										
Remote Access	1 Month	Complimentary	3 Year	3 Months	Complimentary	3 Years	1 Year	1 Year	5 Years	8 Years
Remote Start / Climate	1 Month	Complimentary	3 Year	3 Months	Complimentary	3 Years	1 Year	1 Year	5 Years	8 Years
Car Finder / Tracking	1 Month	Complimentary	3 Year	3 Months	Complimentary	6 Months	1 Year	1 Year	5 Years	8 Years
Stolen Vehicle Tracking	1 Month	N/A	10 Years	3 Months	Complimentary	6 Months	1 Year	1 Year	No Trial	N/A
Remote Charging Control	1 Month	Complimentary	3 Year	N/A	Complimentary	6 Months	5 Years	1 Year	5 Years	8 Years
Parental Alerts (Speed/Loc/Etc.)	1 Month	Complimentary	3 Year	3 Months	Complimentary	6 Months	1 Year	1 Year	5 Years	8 Years
MULTIMEDIA/NAVIGATION										
Connected POI	1 Month	3 Years	1 Year	3 Months	Complimentary	5 Years	1 Year	1 Year	No Trial	8 Years
Send Destination to Car	1 Month	3 Years	1 Year	Complimentary	Complimentary	5 Years	1 Year	1 Year	5 Years	8 Years
OTA Map Updates	1 Month	Wi Fi	1 Year	Wi-Fi	3 Years	Wi-Fi	1 Year	Wi-Fi	No Trial	Wi-Fi
Sports/Stocks/Weather	1 Month	3 Years	N/A	N/A	Complimentary	5 Years	1 Year	1 Year	No Trial	N/A
OTHER										
UBI	1 Month	1 Year	N/A	3 Months	Complimentary	N/A	N/A	N/A	5 Years	8 Years
Smart Voice Recognition/Assistant	1 Month	3 Years	1 Year	Complimentary	Complimentary	5 Years	1 Year	1 Year	No Trial	8 Years

Free Access Period Key:

Hyundai

Complimentary

5 Years +

1 Year +

1 Year or Less

No Free Trial

Not Available

Wi-Fi

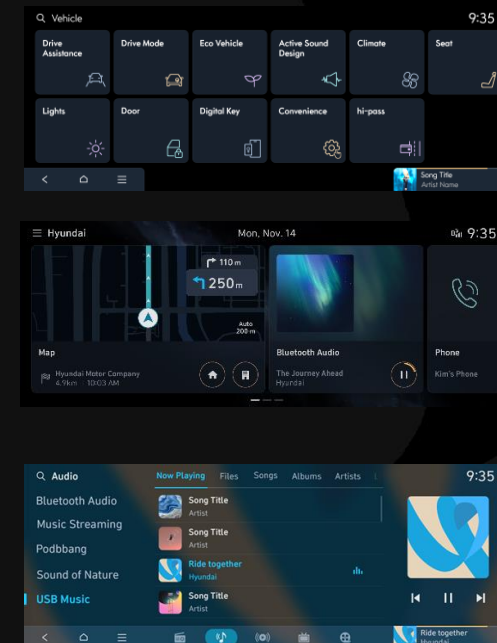
* Information based on publicly available manufacturer connected services web pages as of January 2023.
*Complimentary services dependent on 4G LTE network and related technology.

Bluelink+ offers the most features for the longest free period in the industry. Including:

- Safety
- Convenience
- Car Care
- App Access
- Charging Start/Stop
- Charge Scheduling
- Battery Pre-Conditioning
- Digital Key
- Parental Controls
- GPS Roadside Assist
- Stolen Vehicle Recovery
- Smartwatch Control
- Vehicle OTA Updates
- And more..

Next Generation Infotainment Systems

- Kona is the 1st Hyundai model to apply the next generation audio systems
- Enhanced graphic user interface with added customization, colors, imagery, layouts, and animation
- Standard 12.3" touchscreen, faster CPU processing speeds, and GPS accuracy



Item	Next Generation Audio	Benefit
Screen Size	12.3" Touchscreen DA / Navigation	Standard large 12.3" touchscreen
CPU	64K DMIPS* / 650 GFLOPS**	Faster execution and processing
Memory Technology	UFS	2.5X Faster Duplex Access
GPS	Dual Band	More Accuracy : Centimeter
CCU/DCU	CCU (Gateway) / DCU (Modem)	Separated modem allows for OTA software updates

Technology/Convenience Feature Comparison

- Kona offers a full suite of Technology & Convenience features not offered on high-volume competitors

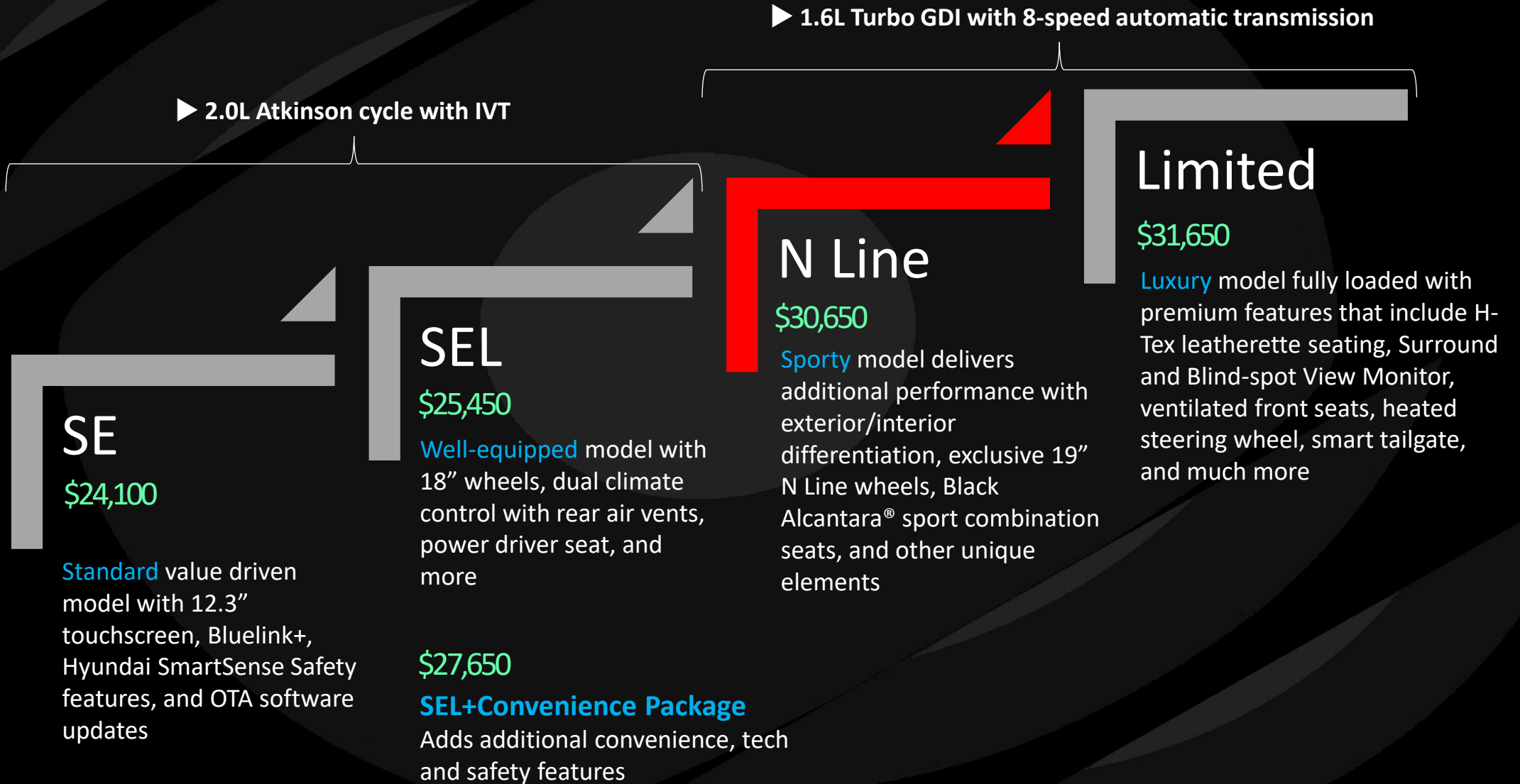
Technology/Convenience	Kona	HR-V	Corolla Cross	Crosstrek
12.3" Infotainment	✓	X	X	X
12.3" Digital Instrument Cluster	✓	X	X	X
Ventilated Front Seats	✓	X	X	X
Heated Steering Wheel	✓	X	X	X
Digital Key	✓	X	X	X
Column Mounted Shift-by-Wire	✓	X	X	X
Multi-function Center Console	✓	X	X	X
Connected Car Services (Bluelink+ Lifetime Complimentary) *conditions apply	✓	X	X	X
Power Tailgate	✓	X	✓	X
Wi-Fi Hotspot	✓	X	✓	X
Over-the-air Software Updates	✓	X	✓	X
2nd Row USB Ports	✓	X	✓	✓
2nd Row A/C Vents	✓	X	✓	X

KONA COLOR AND TRIM LINEUP



 HYUNDAI

2024 Kona ICE – Trim Architecture



Kona - SE Highlights

HYUNDAI



12.3" Touchscreen Display Audio

Bluelink+ Connected Car

Over-The-Air Software Updates

Hyundai SmartSense (BSW, RCTA)

Proximity Key with Push Button Start

LED Projector Headlights, DRLs, Combi Taillight

Remote Start (On Key Fob)

HD Radio® and SiriusXM®

Android Auto™ and Apple CarPlay™ (Wireless)

Front and Rear USB-C Charging Ports

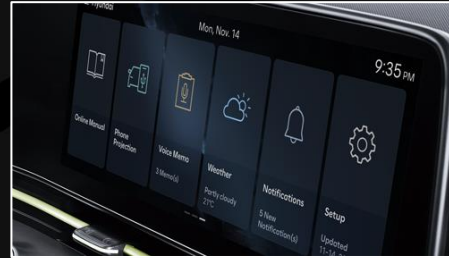
17" Alloy Wheels

Electronic Parking Brake

Haptic Steering Wheel

Dual-Level Cargo Floor

12.3" Touchscreen Audio



OTA Software Updates



4 Total USB-C Ports



Proximity Key w/ Push Button Start



Dual-Level Cargo Floor



LED Projector Headlights



Bluelink+



Blind Spot Warning & Rear Cross Traffic



Kona - SEL Highlights

includes SE content, plus:



Dual Automatic Climate Control



Power Driver's Seat



Heated Side Mirrors with LED Indicators



Roof Side Rails



Cargo Shelf



Rear A/C Vents



18" Alloy Wheels

Power Driver's Seat w/ Two-Way Lumbar Support

Dual Automatic Climate Control w/ Auto Defog

Roof Side Rails

Rear A/C Vents

Leather-Wrapped Steering Wheel

Heated Side Mirrors with Turn Signal Indicators

Cargo Shelf

Rear Privacy Glass

Kona - SEL Convenience Pkg. Highlights

includes SEL content, plus:



12.3" Digital Instrument Cluster

12.3" Navigation System

Highway Driving Assist & Smart Cruise Control w/ Stop and Go

Digital Key 2 Touch

Shift-By-Wire w/ Paddle Shifters & Multi-Function Center Console

Heated Front Seats

Wireless Device Charger

Auto-Dimming Rearview Mirror

Android Auto® and Apple CarPlay® (Wireless OTA Coming Soon)

Wi-Fi Hotspot

Hyundai Pay – In-Car Payments System

FCA enhancement – Junction turning, Direct Oncoming

LED Interior Lighting

12.3" digital cluster



12.3" Navigation



Column-mounted Shift-by-Wire



Multi-function Center Console



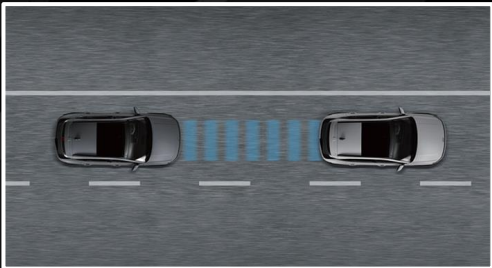
Heated Front Seats



Digital Key 2 Touch



Smart Cruise Control w/ Stop & Go



Wireless Phone Charger



N Line Highlights



N Line-Exclusive 19" Alloy Wheels



Single Twin-Tip Exhaust Finishers



Available Black Two-Tone Roof



Black Side Mirrors



N Line Badging

N Line Front & Rear Bumpers



Wing-Type Rear Spoiler

Wide-Type Power Sunroof



Black Alcantara® Sport Combi Seats



Body-Colored Cladding

Kona - N Line Highlights

includes SEL Convenience content, plus:



19" N Line Alloy Wheels

Black Alcantara® Sport Combi Seats

N Line Steering Wheel, Red Interior Accents

Bose® Premium Audio

Power Tilt & Slide Sunroof (Wide Type)

Metal Sport Pedals

Bodycolor Cladding

N Line Front and Rear Bumpers

N Line Rear Spoiler

N Line Badging

Twin Tip Exhaust Finishers

Gloss Black Outside Mirrors

Side Sill Accent

Black Alcantara® Sport Combi Seats



N Line Steering Wheel



Bose® Premium Audio



Metal Sport Pedals



Unique Front and Rear Fascia



N Line 19" Alloy Wheels



N Line Rear Spoiler



Single Twin-tip Exhaust Finishers



Kona - Limited Highlights

includes SEL Convenience content, plus:



Full-line "Seamless Horizon" DRL



H-Tex Leatherette Seating

Hands-Free Power Liftgate



Heated Steering Wheel



Ventilated Front Seats

Surround View Monitor



Parking Distance Warning w/ Contour Warning

Hands-Free Smart Liftgate w/ Auto-Open

Ventilated Front Seats / Heated Steering Wheel

H-Tex™ Leatherette Seating Surfaces

Surround/Blind Spot View Monitor (SVM)

Parking Distance Warning – Reverse/Forward/Side with Contour Warning

Parking Collision Avoidance Assist – Reverse

Remote Smart Parking Assist

Bose® Premium Audio

Parking Collision Avoidance Assist – Reverse

Ambient Interior Lighting – 64 Color

Power Tilt & Slide Sunroof (Wide Type)

Satin Chrome Beltline and Rear Spoiler Trim

19" Alloy Wheels

Full-Line "Seamless Horizon" LED DRL

Blind Spot View Monitor



Remote Smart Parking Assist



Parking Collision Avoidance Assist - Reverse



Ambient Lighting



KONA ELECTRIC EARLY DRIVE



Kona Electric Exterior Elements

Pixelated "Seamless" Horizon Lamp



Pixelated Lower Bumper Accents



Pixelated Rear LED Lamp



Body Color Wheel Arches and Cladding



Front Charging Port



Frunk Compartment



Kona Electric Unique Features

2nd Row Full Flat Floor



Electric Vehicle Display Information



i-Pedal Mode

How to enter i-PEDAL mode
The function is activated when entering step 4 by manipulating the left paddle shifter.

Cluster display

When i-PEDAL mode is not activated: Lv 0

When i-PEDAL mode is activated: i-PEDAL Lv 3



Vehicle-to-Load Capability

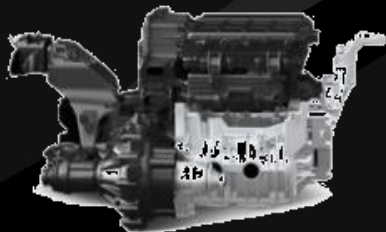


EV Connected Car Svcs / HyundaiPay

Bluelink+



Kona Electric Powertrain and Battery



201 Maximum power (hp)



188 Maximum torque (lb-ft)

Kona AER

STANDARD Model

200 miles



EXTENDED-RANGE Model

261 miles



EV Entry CUV Models	All-Electric Range
New Kona Standard Range	200
New Kona Extended Range	261
Previous Kona	258
Kia Niro	253
Chevy Bolt EUV	247
Chevy Bolt	259
Vinfast VF8	207
Nissan Leaf	149

BEV Powertrain Information*		
Type	PMSM (Permanent Magnet Synchronous)	
Electric Motor	Standard Range (SE trim):	Extended Range (SEL, Limited trims):
	133hp / 99kW	201hp / 150kW
Battery Capacity	48.6 kWh	64.8 kWh
All-Electric Range	200 miles	261 miles

Note: Figures shown are internal estimates.

Kona Electric Battery

Charging Times

- Kona features a new 11kW on-board charger for faster L2 charging
- About 3hrs faster than previous Kona

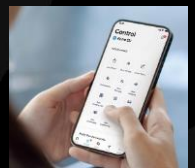
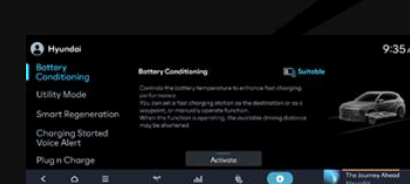
Kona Electric Charge Times

Standard Range	Extended Range
AC L2 @ 11kW (10%-100%) : 4hrs 55min 400V DC Quick Charge (10%-80%) : 43min	AC L2 @ 11kW (10%-100%): 6hrs 5min 400V DC Quick Charge (10%-80%): 43min

	L2- 10% to 100%	L2 On-Board Charger	Quick Charger - 10% to 80%
New Kona	6h 5min	10.8kW	43min
Previous Kona	9hrs 30min	7.2kW	47min
Kia Niro	6h 5m	10.8kW	43min
Chevy Bolt EUV	7h 0m	10.8kW	100mi in 30min
Nissan Leaf	11.5h	6.6kW	40min

Battery Conditioning

- Battery conditioning feature helps maintain an optimal temperature for charging
- System ensures battery charging performance is optimized in cold or hot weather conditions



Battery Heating System

Heating



Battery module



Ten Vibrant and Dynamic Exterior Colors

Meta Blue
(EV exclusive)



Denim Blue
(ICE exclusive)



Ultimate Red
(ICE exclusive)



Soultronic Orange
(ICE exclusive)



Neoteric Yellow



Ecotronic Gray



Atlas White



Mirage Green



Cyber Gray








Abyss Black



Interior Colors

HYUNDAI

Interior Colors / Materials		
SE / SEL	N Line	Limited
Black or Gray Cloth	Black Alcantara® Sport Combination	Black or Gray (ICE) or Sage Green (EV) H-Tex Leatherette
 		  

All-New 2024 Kona – Larger, More Refined, and More Capable Than Ever

HYUNDAI



Upscaled Dimensions

Class-leading passenger volume & increased cargo capacity in a dynamic package

Premium Tech and Amenities

Dual 12.3" displays, Surround View Monitor, Ventilated Seats and Heated Steering Wheel, Hands-free Smart Liftgate

Multiple Powertrain Options

Efficient 2.0L, Sporty 1.6T, and Electric



KONA MARKETING CAMPAIGN





**WELCOME BACK TO
THE COMMUTE**

WHETHER WE'RE READY TO ACCEPT IT OR NOT,
THE COMMUTE IS BACK.

COMPLETE WITH THE TRAFFIC, STRESS AND ANXIETY
THAT COME WITH IT.

BUT THE KONA COMES LOADED WITH THE SAFETY, TECHNOLOGY AND
COMFORT TO CONQUER YOUR COMMUTE SANELY.

THIS CAMPAIGN WELCOMES PEOPLE BACK TO THE COMMUTE USING FUN
AND RELATABLE SCENARIOS,
WHILE HIGHLIGHTING HOW THE ALL-NEW KONA IS THE ULTIMATE COMMUTE
CONQUERING MACHINE.



Thank You!!!



Questions?



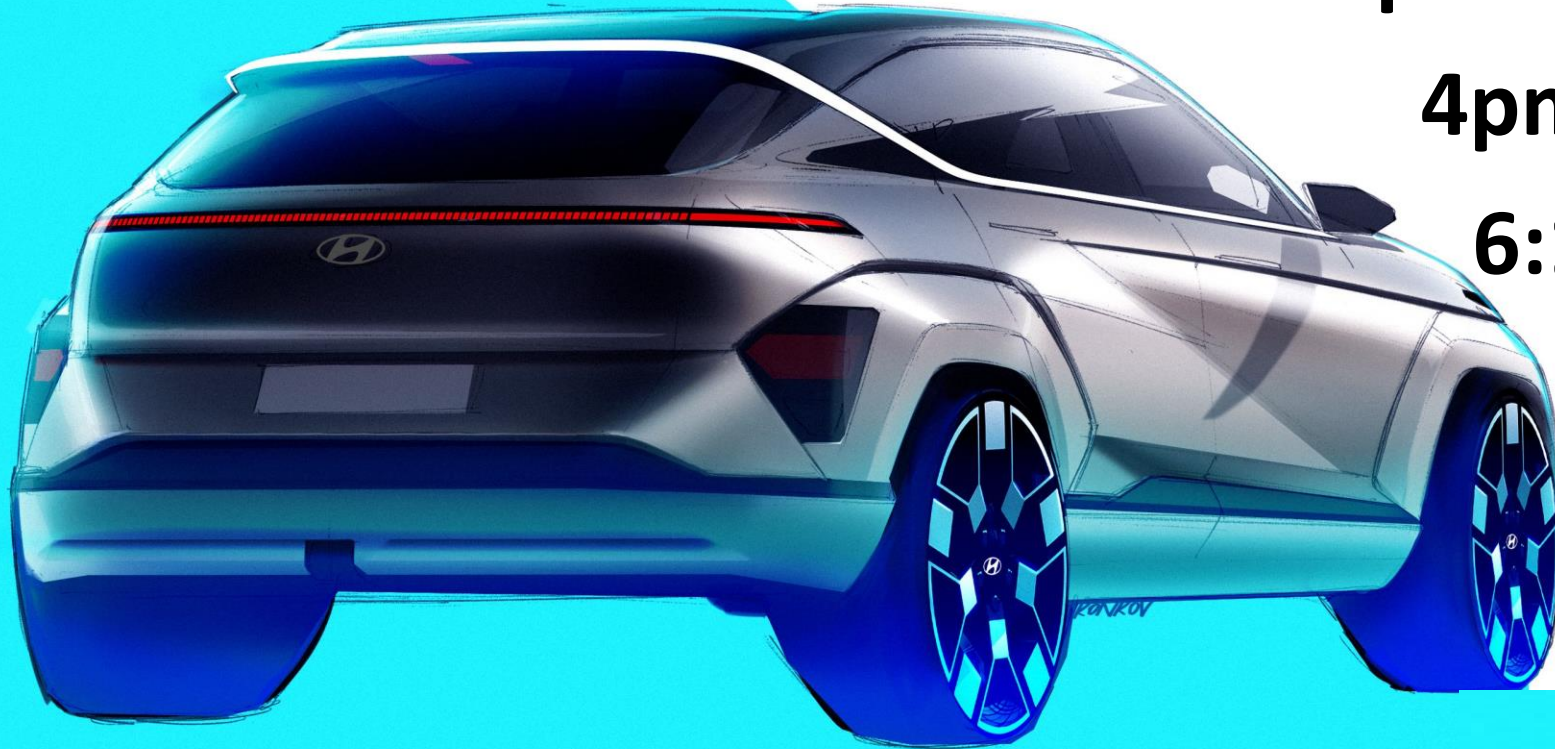
9:30am Departure

12:00pm Lunch & EV Route

4pm Return to Hotel

6:15pm Shuttle

To dinner at
Alma





Embargo:

6:00am Eastern Time

September 12th

URL:

<https://www.hyundainews.com/en-us/content-login/2024-kona-media-materials>

Username:

2024HyundaiKona

Password:

KonaMaterials2024

Best Photo / Video:

- Must use #HyundaiKona
- Tag @hyundaiusa
- All photos must be posted to your public Instagram or TikTok feed by 5pm today

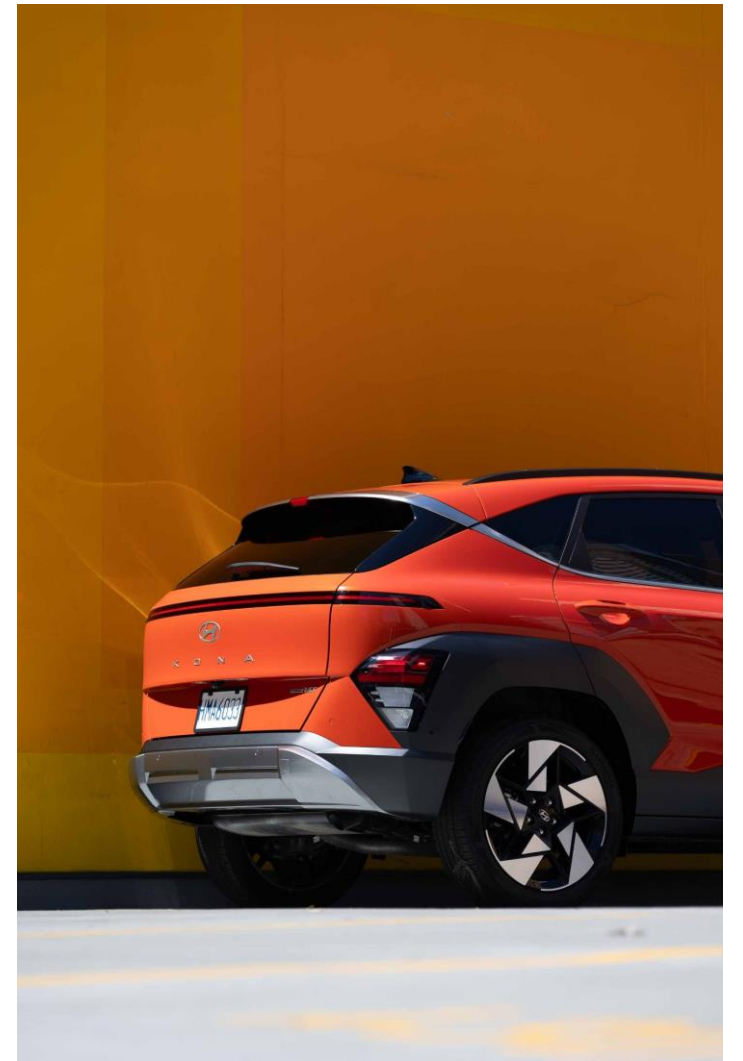
Winners will be announced at dinner

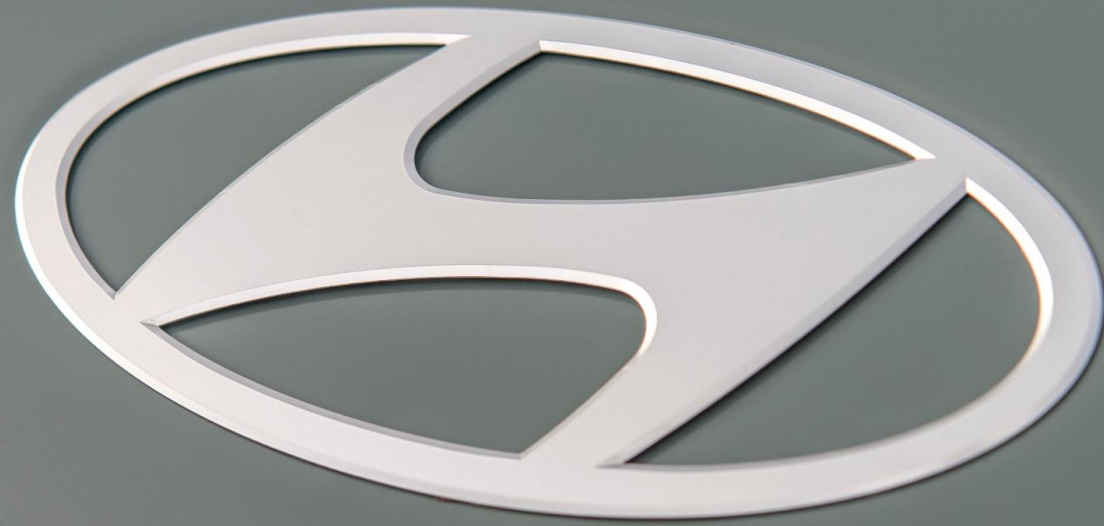
#ItsYourJourney





Thank you.





Appendix

Detailed Packaging Content