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HYUNDAI MOTOR NEW GENERATION I10



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Allan Rushforth, Senior Vice President and Chief Operating Officer, Hyundai Motor Europe

“New Generation i10 is a significant step forward for the brand and will ensure Hyundai Motor remains a leader in the highly-competitive A-segment by introducing more customers to what Hyundai Motor is all about: delivering ‘true value’.”

“The introduction of New Generation i10 represents a pivotal moment for Hyundai Motor in Europe and for the A-segment in the region. Rich in features and abilities normally only found in vehicles from segments above, New Generation i10 offers consumers premium equipment and abilities – without asking them to pay a premium price. In addition, consumers benefit from more practicality and space, as well as in style and comfort; we’re confident New Generation i10 will win new customers while retaining the many new customers won by Original i10.”

“The huge investment made in our Turkish plant to accommodate production of New Generation i10 reflects our total commitment to Europe and to producing an A-segment car that exceeds the expectations of the European consumer.”

“The addition of New Generation i10 to our production line in Turkey is a very positive step, guaranteeing European consumers high levels of build quality thanks to the plant’s world-class standards.”

Mark Hall, Vice President of Marketing, Hyundai Motor Europe

“We’re offering consumers something truly unique in New Generation i10 – an A-segment car consumers want to buy, not one they feel they have to. It fully meets the rational needs of buyers in the cost-sensitive A-segment, yet delivers levels of comfort, driving pleasure and perceived quality from segments above.”

Christian Loeer, Head of Product Marketing, Hyundai Motor Europe

“New Generation i10 is everything an A-segment car needs to be – and everything we think an A-segment car can be.”

“Customer clinics have shown that as well as being impressed by how roomy and practical New Generation i10 is, customers are delighted to find a level of sophistication from higher segments, with high-quality materials and carefully-weighted controls.”

“A great package of active safety features – including electronic stability control, vehicle stability management and tyre pressure monitoring system – plus six airbags as standard, is offered by New Generation i10. This level of safety equipment is unsurpassed in the A-segment.”

Thomas Bürkle, Chief Designer, Hyundai Motor Europe Technical Centre

“The different proportions of New Generation i10 helped us create a dynamic shape that immediately conveys an impression of strength and stability.”

“This is the first time the i10 has been designed in Europe, so we wanted to give it a strong road presence. The fluidic sculpture

design philosophy has been used to create a more emotional design, with sleek, substantial proportions working in harmony to give it a unique and dynamic style.”

“New Generation i10 incorporates the hexagonal grille, the signature front end for Hyundai Motor models in Europe, clearly showing its family DNA and providing a link to its larger siblings. The new LED daytime running lights ‘frame’ the grille, creating an impressive visual.”

Jürgen Grimm, Head of Powertrain Engineering, Hyundai Motor Europe Technical Centre

“Drivers of New Generation i10 will immediately notice it feels more precise, more European.”

Diana Tayo Osobu, Design Manager Colour & Trim, Hyundai Motor Design Centre Europe

“The first impression a customer gets when stepping into a car is irreversible. New Generation i10 generates an immediate feeling of sophistication and comfort, thanks to the use of refined materials and the coloured inlay that emphasises the additional space available.”

Stefan May, Manager, Vehicle Test & Development, Total Vehicle Evaluation, Hyundai Motor Europe Technical Centre

“Reducing NVH levels can easily lead to increased weight, especially in the A-segment. Our focus for New Generation was therefore to use lighter materials and reduce NVH levels at source.”

“The 18 to 24 months of testing ahead of production are extremely intensive. The subjective testing of New Generation i10 was of vital importance, as we knew we had to make the car not only objectively better than Original i10, but a car that delivered on an emotional level.

Michael Lugert, Manager, Vehicle Test & Development, Hyundai Motor Europe Technical Centre

“We worked hard to give drivers of New Generation i10 more precise steering with a natural feel. Together with the flatter ride and improved wheel control, this is a car that’s both extremely comfortable and enjoyable to drive.”

Oliver Lajara, General Manager European Fleet Sales & Remarketing, Hyundai Motor Europe

“The new levels of emotional appeal, achieved through a focus on design and sophistication, make New Generation i10 more than just a rational choice for fleet managers and user-choosers.”

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1. INTRODUCTION

New Generation i10 – designed, engineered and built in Europe, for Europe

“New Generation i10 is a significant step forward for the brand and will ensure Hyundai Motor remains a leader in the highly-competitive A-segment by introducing more customers to what Hyundai Motor is all about: delivering ‘true value’.” – Allan Rushforth, Senior Vice President and Chief Operating Officer, Hyundai Motor Europe

At a glance

- Hyundai Motor's first A-segment to be designed, developed and built in Europe
- Longer, wider and lower, with class-leading space and practicality
- Levels of comfort and safety from the segment above
- Sophisticated exterior and interior styling
- High levels of perceived quality and Five Year Unlimited Mileage Warranty

Hyundai Motor is set to build on its success achieved in the A-segment with the New Generation i10, a model designed, engineered and manufactured in Europe, for European buyers.

The new model both enhances Hyundai Motor's 'made-for-Europe' product line-up and introduces new standards to the region's A-segment, bringing class-leading space, levels of comfort and safety from the segment above, and sophisticated exterior and interior design.

As well as sales, Original i10 won numerous awards across Europe, most recently being named 'Best city car less than £9000' at the *What Car? Car of the Year 2013* awards (UK), and generated loyalty rates above the segment average – 54% in the five biggest European markets compared to the segment average of 48%.

Another evolution over Original i10 is the introduction of what Hyundai Motor calls 'true value' – the addition of desirable features from segments above and emotional qualities such as dynamic styling to existing rational features such as high quality and high efficiency. Exemplified by models such as New Generation i30 and New ix35, true value is now integral to the appeal of New Generation i10.

“We're offering consumers something truly unique in New Generation i10 – an A-segment car consumers want to buy, not one they feel they have to. It fully meets the rational needs of buyers in the cost-sensitive A-segment, yet delivers levels of comfort, driving pleasure and perceived quality from segments above,” said Mark Hall, Vice President of Marketing, Hyundai Motor Europe.

New Generation i10 is another example of Hyundai Motor's commitment to European customers. It has been designed and engineered at the Hyundai Motor Europe Technical Centre (HME TC) in Rüsselsheim, Germany, and is, for the first time, manufactured in the region, at the company's recently-expanded plant in İzmit, Turkey.

Influenced by Hyundai Motor's design philosophy, fluidic sculpture, New Generation i10 features sleek and substantial lines that emphasise the naturally athletic stance of a model which is longer, wider and lower than its predecessor.

The new proportions are mirrored by a driving experience that has been developed to meet European preferences. Relocated and retuned components result in greater body and wheel control, delivering more driver involvement and ride comfort comparable to that of cars from higher segments.

The larger bodyshell of New Generation i10 yields one of the roomiest occupant cabins on the market, as well as a best-in-class 252 litres of trunk capacity. Up to 1046 litres becomes available when the rear seats are folded – also a best-in-class figure. New

levels of craftsmanship can be found in the spacious interior, together with levels of comfort and safety equipment commonly only found in segments above.

Allan Rushforth, Senior Vice President and Chief Operating Officer at Hyundai Motor Europe, commented: *“The introduction of New Generation i10 represents a pivotal moment for Hyundai Motor in Europe and for the A-segment in the region. Rich in features and abilities normally only found in vehicles from segments above, New Generation i10 offers consumers premium equipment and abilities – without asking them to pay a premium price. In addition, consumers benefit from more practicality and space, as well as style and comfort; we’re confident New Generation i10 will win new customers while retaining the many new customers won by Original i10.”*

Demonstrating Hyundai Motor’s confidence in its European build quality, the New Generation i10 will come with the company’s Five Year Unlimited Mileage Warranty. The industry-best package also includes five years of roadside assistance and five years of vehicle health checks - which are offered across Europe for the first time on an A-segment Hyundai model.

2. THE MARKETPLACE

How the A-segment in Europe is poised to grow

“New Generation i10 is everything an A-segment car needs to be – and everything we think an A-segment car can be” – Christian Loeer, Head of Product Marketing, Hyundai Motor Europe.

At a glance

- Hyundai Motor has competed in the European A-segment since 1999
- Original i10 sold more than 450.000 units in the region since 2007
- More than 250.000 conquest sales and average market share of 5,9%
- New Generation i10 to build on success with greater style and abilities
- 74.000 sales expected in 2014 – 6,3% share of the A-segment in region

Hyundai Motor entered the European A-segment in 1999 with the Atos (Atoz in some markets) and enjoyed incremental success with Original i10. In the past 14 years Hyundai Motor has sold 865.000 A-segment cars, and the European-designed, developed and built New Generation i10 is set to continue the company’s segment-leading heritage and acute understanding of the changing trends within it.

Since 2007, cumulative i10 sales across Europe have surpassed 450.000 units, peaking in 2009 at 107.000 sales. In 2010, Original i10 was the company’s best-selling model in Europe; in 2012 it was still the fourth best-selling model, accounting for 15 per cent of the brand’s total sales in the region, six years after its launch into the market.

Original i10 sales in Europe

	2007	2008	2009	2010	2011	2012
Sales	38.220	51.115	110.869	89.513	72.293	66.514
Market share (%)	3,3	3,9	6,4	6,1	5,8	5,6

Over its lifecycle, Original i10 has taken an average 5,9% share of the European A-segment, and this strong performance will continue with New Generation i10, which has been designed to appeal to existing owners while winning new customers for the brand. Hyundai Motor expects its latest model to achieve annual sales of 74.000 units during its first full year on sale in 2014 – a 6,3% share of the A-segment, which independent analysts expect to grow to 1,4 million units by 2016.

Original i10 won Hyundai Motor around a quarter of a million new customers between 2008 and 2012 – making it the brand’s biggest-conquesting model in Europe. The class-leading functionality offered by New Generation i10 is expected to appeal to existing customers while its new style and expanded range of abilities will enable it to also attract new consumers from a wider demographic range – predominantly 36–55 year-olds who list design as the deciding factor when purchasing a new model.

3. STYLING & DESIGN

More style, more substance

“The athletic proportions of New Generation i10 helped us create a dynamic shape that immediately conveys an impression of strength and stability.” – Thomas Bürkle, Chief Designer, Hyundai Motor Europe Technical Centre.

“The first impression a customer gets when stepping into a car is irreversible. New Generation i10 generates an immediate feeling of sophistication and comfort, thanks to the use of refined materials and the coloured inlay that emphasises the additional space available” – Diana Tayo Osobu, Design Manager Colour & Trim, Hyundai Motor Design Centre Europe

At a glance

- Dynamic European design emphasises athletic stance
- First A-segment Hyundai Motor to incorporate fluidic sculpture design philosophy
- Larger bodyshell matched by spacious and practical cabin
- Class-leading front headroom (1008 mm) and trunk capacity (252 litres)
- Interior design accentuates premium feel and impression of space

The importance of design to the success of New Generation i10 was not underestimated by Hyundai Motor; design is currently the number one reason European customers choose to buy the company’s vehicles in any segment, with 31% citing it as their primary purchase consideration (versus an industry average of 29%). New Generation i10 therefore offers European consumers Hyundai Motor’s latest interpretation of the company’s fluidic sculpture design philosophy.

In customer clinics conducted in Italy and the UK, New Generation i10 received the best spontaneous reaction from participants versus its key segment rivals. When the car’s brand was revealed, participants’ appetite for the vehicle increased by as much as 12%, indicating further change in European customers’ perception of Hyundai Motor and reinforcing company’s reputation as the producer of eye-catching vehicles.

New Generation i10 is a true European car – it was designed and engineered from the ground up at Hyundai Motor’s European R&D centre, HME TC, at Rüsselsheim, Germany, for European buyers.

Thomas Bürkle, Chief Designer Officer at HME TC, commented: *“This is the first time the Hyundai Motor i10 has been designed and developed in Europe, so we wanted to give it a strong road presence. The fluidic sculpture design philosophy has been used to create a more emotional design, with sleek, substantial proportions working in harmony to give it a unique and dynamic style.”*

“New Generation i10 incorporates the hexagonal grille, the signature front end for Hyundai Motor models in Europe, clearly showing its family DNA and providing a link to its larger siblings. The new LED daytime running lights ‘frame’ the grille, creating an impressive visual,” added Bürkle. LEDs are also used in the door-mounted indicators on door mirrors of higher-specification versions of New Generation i10.

The injection of European style is matched to practicality-enhancing dimensions. At 3665 millimetres (mm), New Generation i10 is 80 mm longer than its predecessor, and one of the longest car in the segment. Likewise, New Generation i10 goes from being the narrowest model in the A-segment to the widest at 1660 mm (+ 65 mm).

A 40 mm lowered roofline, now standing at 1500 mm, yields an athletic on-the-road stance. This is complemented by the sleek proportions of the bodyshell, in turn highlighted by the sharper belt line and side belt moulding.

Dimensions (mm)

	New Generation i10	+ / -	Original i10
Length	3665	+80	3585
Width	1660	+65	1595
Height	1500	-40	1540
Wheelbase	2385	+5	2380

New Generation i10 has one of the most practical and spacious cabins in the sector. Innovative interior packaging gives way to segment-best trunk volume (252 litres with rear seats in place and 1046 litres with rear seats folded) and combined front and rear

legroom (1890 mm).

A shallower windscreen and A-pillars offer drivers a perceivably larger field of vision, making exiting blind turns safer and manoeuvring in tight city spaces easier. Customer clinic participants cited visibility as an area where New Generation i10 particularly impressed.

The new, sleeker exterior design has a drag coefficient (Cd) of just 0,31 – the lowest in the segment – which is aided by detailed improvements such as windscreen sealing that does not protrude into the airstream. The aerodynamic shape reduces wind noise as well as fuel consumption, contributing to noise levels that are lower than those of key rivals.

New Generation i10 will be offered in a range of 11 vibrant exterior colours available in solid, metallic and pearl finishes. The solid colour range comprises Baby Elephant (grey), Morning Glory (blue) and Pure White, while the metallic range is made up of Sleek Silver, Star Dust (grey), Sweet Orange and Montano Sky (blue). The design team has matched four pearl colours to the distinctive new shape of New Generation i10: Phantom Black, Red Passion, Wine Red and Silky Beige. Individual markets will tailor the colour palettes to best suit local preferences.

Inside, the New Generation i10 offers a broader choice of seat trim options than previously seen. Base models come with a combination of cloth and vinyl in beige and black. Mid-specification models have tricot cloth in blue or orange with woven side panels in black. Premium models are similarly equipped, but also offer the option of woven patterned cloth in red with black leather-like side panels.

A major contributor to the premium feel of the interior of New Generation i10 is the coloured inlay that runs the full width of the dashboard, emphasising the available space. The trim is available in four colours – red (high-level trim only), calming blue, vibrant orange or refined beige (exclusive for entry-level trim) – and is mirrored by the gear lever surround and lower sections of the front doors.

4. COMFORT & CONVENIENCE

European engineers combine more space with greater sophistication

“Customer clinics have shown that as well as being impressed by how roomy and practical New Generation i10 is, customers are delighted to find a level of sophistication from higher segments, with high-quality materials and carefully-weighted controls” – Christian Loeer, Head of Product Marketing, Hyundai Motor Europe.

At a glance

- Generous levels of space and equipment deliver value beyond expectation
- Lowest-in-class noise levels enhance comfort offered by roomy interior
- Perceived quality levels at level expected of B-segment cars
- Features such as multi-button power window demonstrate attention to detail
- Almost 90% of buyers expected to choose medium or high trim versions

New Generation i10, now one of the largest models in the A-segment, offers a greater number of comfort features and additional space for a more pleasurable environment for all occupants.

First, the enlarged wheelbase of New Generation i10 (up 5 mm to 2385 mm) allows for a longer, wider bodyshell, which gives way to one of the roomiest cabins in its class. Further cabin space has been created by moving the car's gearbox forward by 25 mm.

Front seat occupants can enjoy 40 mm more legroom, which stands at a best-in-class 1070 mm, as well as 16 mm additional shoulder room (1306 mm) and a generous 1008 mm of headroom.

Trunk capacity is boosted by 12% to a class-leading 252 litres (a 27-litre increase over its predecessor), easily accessed by the wide-opening tailgate. The rear seats fold 60:40, yielding a useful 1046 litres of storage space, accessed by one of the widest trunk openings (920 mm) in the A-segment. Uniquely for an A-segment car, all four doors can each hold a large-capacity bottle (1,0-litre size in the front doors; 0,6-litre in the rear doors); drinks holders positioned immediately rearward of the gear lever further boost New Generation i10's functionality.

Results showed that customer clinic participants placed New Generation i10 ahead of key segment rivals in terms of both comfort and functionality, with 70% rating the car highly for ease of access and front seat roominess.

The bodyshell of New Generation i10 is stiffer, thanks to the use of high-tensile steel, tailored blanks, reinforcing loops and additional bracing, with torsional rigidity increased by 27% over its predecessor. High-tensile steel forms 29,2% of the body structure of New Generation i10 – a huge increase over the 9% utilised in Original i10. The firm underpinnings not only improve the car's impact-resistance, but yield significant improvements in noise, vibration and harshness (NVH).

Other NVH counter-measures include larger hydraulic mountings for the engine, a triple-layer dashboard bulkhead with sound-deadening panel, dual door sealing strips, and two measures to reduce wind noise – careful refinement of the shape of the door mirror mounts and moving the radio antenna towards the rear of the roof. The results of the measures are impressive, with noise levels as low as 38 decibels (dB) at idle and 65 dB on rough surfaces – noticeably below those of key rivals.

Noise levels (dB)

	New Generation i10	New Generation i10	Key competitor 1	Key competitor 1
	1,0	1,25	1,0	1,2
At idle	38	38	40	44
Acceleration noise	53	52	54	56
Road noise	65	65	66	68

“Reducing NVH levels can easily lead to increased weight, especially in the A-segment. Our focus for New Generation was therefore to use lighter materials and reduce NVH levels at source” – Stefan May, Manager, Vehicle Test & Development, Total Vehicle Evaluation, Hyundai Motor Europe Technical Centre.

Generous standard equipment from the segment above

Hyundai Motor continues to lead the way in new technology democratisation among global automakers, appointing New Generation i10 with features and equipment usually found in B- or C-segment cars. More luxurious equipment available includes steering wheel-mounted cruise control with adjustable speed limiter, heated leather steering wheel and front seats, hill assist control, Smart key with engine start/stop button, LED running lights, as well as full automatic climate control.

Mid-specification models, anticipated to be the best-sellers across Europe, include features that customers will value highly, such as front and rear power windows, remote central locking and height adjustable driver's seat.

Even base models feature a generous standard of specification, including central locking, trip computer, daytime running lights and a full complement of active and passive safety equipment.

New Generation i10's 'true value' proposition is expected to result in buyers moving towards higher trim lines, with as many as 87% expected to opt for cars in medium and high trim.

High levels of craftsmanship

Hyundai Motor's engineers and designers have worked hard to ensure that levels of craftsmanship found in New Generation i10 equal or exceed those typically found in B-segment cars. High-quality materials, the careful selection of colours and a thorough attention to detail leave occupants with a feeling of well-being – confirmed by customer clinic participants who found the illumination of the instruments and the design of the steering wheel, dashboard and centre console especially appealing.

The cabin of New Generation i10 contains no exposed metal, enhancing the impression of comfort and perceived quality. The full-width colour below-dashboard insert and matching trim add further sophistication to the cabin ambience. Attention to detail can be seen throughout – such as the multi-button power window cluster and the fully adjustable, cloth covered front head restraints.

Hyundai Motor's perceived quality team was created to make sure that Hyundai Motor models leave drivers and passengers with a lasting impression of high quality, and played a vital role in the development of New Generation i10.

The team ensured that controls feel substantial yet operating forces are in line with ergonomic ideals; that surfaces of the instrument panel and touch-points in and around the car look and feel refined, with screw heads concealed or covered in key

places such as around the interior door handles; and that contact points are free of lines or contours that may detract from the high-quality feel. New Generation i10 leaves drivers and passengers with. The team also made sure that all instruments and controls were easy to reach and intuitively-placed for European drivers.

5. ENGINES & TRANSMISSIONS

Choice of refined and efficient gasoline engines

“Drivers of New Generation i10 will immediately notice it feels more precise, more European.” – Jürgen Grimm, Head of Powertrain Engineering, Hyundai Motor Europe Technical Centre.

At a glance

- Refined powertrains developed in Europe to meet regional preferences
- 1,0 and 1,25-litre gasoline engines mated to manual and automatic gearboxes
- All engines feature CVVT and maintenance-free long-life timing chain
- Three-cylinder engine innovations reduce friction and increase durability
- Manual transmission uses carbon fibre to improve shift quality and longevity

In keeping with the European focus of New Generation i10, the engineering team at HME TC in Rüsselsheim developed and tuned powertrains suited to meet the demands of the region’s buyers, and reinforce the new model’s sophisticated and refined characteristics.

Hyundai Motor has given New Generation i10 buyers a choice of two highly-developed gasoline engines driving the front wheels through five-speed manual or four-speed automatic gearboxes. The Indian-built 1,1-litre Epsilon engine has been discontinued.

New Generation i10’s 1,0-litre and 1,25-litre powerplants both belong to Hyundai Motor’s popular ‘Kappa’ engine family and incorporate a range of advanced technical features that raise power and torque, and enhance smoothness and driveability.

Outstanding features of the Kappa’s modern architecture include: dual overhead camshaft (DOHC), dual continuously variable valve timing (CVVT), a very stiff cast aluminium block with cast iron liners, aluminium cylinder head, lighter connecting rods and maintenance-free long-life timing chain.

The 1,0-litre engine also introduces a number of innovative features that reduce friction and vibration, promoting more complete combustion and increase durability. These include a crank offset by 11 mm, low-friction ‘beehive’ conical valve springs that reduce noise, piston cooling jets, valves and tappets coated in diamond-like carbon (DLC) for enhanced durability, and pistons and low-tension piston rings that are coated using long-lasting physical vapour deposition (PVD).

Piston cooling jets

The 1,0-litre, three-cylinder powerplant has a power output of 66 ps from its 998 cc capacity. Maximum power is produced at 5500 rpm, 700 rpm earlier than in Original i10, while peak torque of 94 Nm (69 lb.ft) is available from 3500 rpm. New Generation i10 with this engine and manual transmission can travel from standstill to 100 km/h in 14,9 seconds and on to a top speed of 155 km/h.

This unit will be available with liquid-petroleum gas (LPG) as a factory-fitted option. In this form its maximum power is 67 ps at 6200 rpm, with 90 Nm (66 lb.ft) torque produced at 4500 rpm.

Expected to take approximately 40% of total sales, the four cylinder ‘Kappa’ 1,25-litre engine, with a 1248 cc capacity, offers drivers 87 ps at 6000 rpm. Maximum torque of 120 Nm (88 lb.ft) is available to the driver from 4000 rpm.

When mated to manual transmission, the 1,25-litre New Generation i10 can accelerate from standstill to 100 km/h in 12,3 seconds and reach a top speed of 171 km/h.

New Generation i10 engines

	1,0	1,25	1,0 LPG
Power (ps)	66 @ 5500 rpm	87 @ 6000 rpm	67 @ 6200 rpm
Torque (Nm)	94 @ 3500 rpm	120 @ 4000 rpm	90 @ 4500 rpm

Both gasoline engines will be equipped with either a five-speed manual gearbox as standard or an optional four-speed automatic transmission.

Top gear (fifth) in the manual transmission is a 'tall' ratio (0,719:1 for 1,25 models and 0,774:1 for 1,0 models) reducing engine revs at higher speed to enhance refinement and fuel economy. A shift indicator displayed on the driver's binnacle aids the driver in achieving the optimum driving efficiencies.

The manual transmission of New Generation i10 features synchromesh rings coated with carbon fibre, resulting in greater durability. Considerable development time has also been invested into making the gearbox more accurate and more efficient. A guide plate inserted in the shift gate brings a more precise shift quality designed to satisfy the preferences of European drivers, while a reverse gear guide and reverse gear brake make mis-selection harder and selection easier. These innovative features, together with lower oil capacity and the use of lower-friction oil helps reduce fuel consumption by approximately 1%.

A BlueDrive™ model, based on the 1,0 gasoline variant, is being offered from launch, including a number of features to reduce fuel consumption. The four-seat model incorporates Integrated Stop & Go (ISG – also available as an option on 1,0 gasoline models), 13-inch wheels that minimise rolling resistance, and automatic air conditioning (where air conditioning is fitted).

New Generation i10 performance figures

	1,0	1,25	1,0 LPG
0-100 km/h (seconds)	14,9 (man.)	12,3 (man.)	15,2 (man.)
	15,1 (BlueDrive™)	13,8 (auto.)	
	16,8 (auto.)		
Top speed (km/h)	155 (man.)	171 (man.)	15349 (man.)
	145 (auto.)	163 (auto.)	

6. RUNNING GEAR

Improved ride quality, stability and refinement

"We worked hard to give drivers of New Generation i10 more precise steering with a natural feel. Together with the flatter ride and improved wheel control, this is a car that's both extremely comfortable and enjoyable to drive" – Michael Lugert, Manager, Vehicle Test & Development, Hyundai Motor Europe Technical Centre.

At a glance

- Redesigned and suspension tuned to produce exceptional ride comfort
- Revised front suspension geometry reduces braking 'dive'
- Front suspension and steering refinements improve steering feedback
- Exhaustive hot and cold weather testing carried out across Europe
- Road behaviour and stability systems tested in Korea and Japan

As with every aspect of New Generation i10, Hyundai Motor's European R&D team went to great lengths to ensure the new model's suspension and running gear have been tuned to offer exceptional ride quality and refinement, and low noise levels, putting the vehicle at the top of the segment, on a par with vehicles from the class above.

The new model's larger dimensions – the wheelbase is increased by 5 mm – contribute to improved ride quality and a more stable driving experience. The front tracks stand at 1455-1491 mm (depending on model) and 1468-1504 mm at the rear (depending on model). The New Generation i10's reduction in overall height (down by 40 mm) lowers its centre of gravity, enabling more agile handling.

The suspension system of New Generation i10 introduces major advancements over its predecessor, most notably the rear shock absorbers, which now stand vertical. The change in their orientation greatly reduces friction, resulting in greater wheel control and handling, and improved ride quality, benefitting occupant comfort. At the front of the car, revised hard points for the subframe-

mounted MacPherson strut suspension reduce 'nose dive' during hard braking.

Vertical rear shock absorbers

Geometry changes to suspension components and steering arms, and the introduction of side loading springs, deliver improved feedback. The steering system employs electric power-assistance and requires 2,9turns lock-to-lock for a 9,56-metre turning circle.

Front suspension and steering arm geometry changes and side loading springs

As standard, the New Generation i10's braking system features 241 (1,0 BlueDrive models) or 252 mm (1,0 and 1,25 models) diameter ventilated discs at the front and 234mm diameter solid discs at the rear. The system was tested and refined over a 12-kilometre Alpine route that features elevation changes of 1.600 metres and includes numerous long downhill slopes, subjected the brakes to prolonged operation. Its height above sea level means it is only open between May and October, during which the development team made repeated numbers of high-speed stops with fully-laden test cars. To maximise braking power and stability, an anti-lock braking system (ABS), electronic brake force distribution (EBD) and electronic stability control (ESC) are all fitted as standard.

Just as importantly, Hyundai Motor's European engineers tuned New Generation i10's brakes to deliver the feel and feedback demanded by the region's drivers, employing procedures originally developed to refine the company's C- and D-segment cars.

Hyundai Motor's new A-segment contender was tested extensively for two years throughout Europe and in south-east Asia to ensure it is as well-suited to the wide variety of driving conditions found in the continent as it is to the region's driving tastes. Hot weather tests were conducted in Cadiz and Granada in Spain, while cold weather testing took place at high altitude in Switzerland and on frozen lakes in Sweden, in temperatures as low as minus 25°C. Testing of road behaviour and stability control systems took the car as far away as northern Japan and Hyundai Motor's Namyang research and development centre in Korea.

"The 18 to 24 months of testing ahead of production are extremely intensive. The subjective testing of New Generation i10 was of vital importance, as we knew we had to make the car not only objectively better than Original i10, but a car that delivered on an emotional level," said Stefan May, Manager, Vehicle Test & Development, Total Vehicle Evaluation, Hyundai Motor Europe Technical Centre.

7. SAFETY

Active and passive safety features from segments above

"A great package of active safety features – including electronic stability control, vehicle stability management and tyre pressure monitoring system – plus six airbags as standard, is offered by New Generation i10. This level of safety equipment is unsurpassed in the A-segment" – Christian Loeer, Head of Product Marketing, Hyundai Motor Europe

At a glance

- Standard ESC and VSM tuned to be as nonintrusive as possible
- Tyre pressure monitoring system fitted as standard equipment
- Six airbags and seatbelt reminders on all models maximise protection
- Stronger bodyshell incorporates high-strength steel and reinforcement
- Pedestrian safety enhanced by deformable cowling

Safety is a top priority for Hyundai Motor and New Generation i10 benefits from the latest technologies, including several from the segment above, to make it one of the safest vehicles in its segment. A range of active and passive safety features ensure maximum protection for occupants and pedestrians alike.

Active safety features such as electronic stability control (ESC) and vehicle stability management (VSM) are fitted as standard for the first time on an A-segment car from Hyundai Motor, as is a tyre pressure monitoring system.

The ESC was carefully tuned to be as nonintrusive as possible, creating a more natural-feeling and comfortable driving experience. Achieving this with A-segment vehicles is usually difficult, due to typically higher centres of gravity and relatively short wheelbases, which can result in low loads on the rear of the vehicle and subsequent instability – characteristics New Generation i10 mitigates thanks to its athletic proportions. High-grip testing was carried out at Hyundai Motor's Namyang R&D centre in Korea, while the system's low-grip behaviour was tested and refined in northern Sweden and in northern Japan.

New Generation i10's impressive passive safety equipment includes six airbags – two front, two front side and two full-length curtain – as standard, offering outstanding protection to occupants in the event of a collision. Seatbelt reminders for all occupants and automatic central locking are also standard features.

Six airbags as standard

The stronger bodyshell created for New Generation i10 uses high-strength steel and incorporates ring-shaped reinforcing loops within the B- and C-pillars, and across the floor pan and roof, plus additional bracing at the front between the cowl and suspension towers, to improve rigidity and safety.

8. FLEET

Driving fleet growth in the A-segment

“The new levels of emotional appeal, achieved through a focus on design and sophistication, make New Generation i10 more than just a rational choice for fleet managers and user-choosers” – Oliver Lajara, General Manager European Fleet Sales & Remarketing, Hyundai Motor Europe

At a glance

- True fleet channel sales of Original i10 stood rose to more than 11% in 2012
- Strong 2012 performance demonstrates enduring appeal
- Reduced total cost of ownership expected for New Generation i10
- Five Year Unlimited Mileage Warranty to increase appeal to fleet customers
- Increased range of abilities to prove attractive to company car drivers

Since going on sale in 2007, the i10 has played an important role in Hyundai Motor's expanding presence in the fleet sector and the company believes its predecessor will be even more popular as the company targets further growth within the area.

In 2012, 11 per cent of all i10 units sold in Europe were through fleet channels. As a result, Hyundai Motor's true fleet A-segment market share stands at 3,5%, ahead of the company's overall true fleet share of 2,3%.

Hyundai Motor's European fleet sales in the A-segment

	2007	2008	2009	2010	2011	2012
Sales	n/a	5.066	5.711	8.202	7.073	7.620
Channel share	n/a	7,7%	5,2%	9,1%	9,8%	11,4%
True fleet market share	n/a	n/a	n/a	4,1%	3,5%	3,5%

Strong 2012 performances in countries such as the UK (8,8% market share), Sweden (6,3%), Spain (5,4%), Poland (4,9%) and Netherlands (4,1%) demonstrate the enduring appeal of Hyundai Motor's i10 range to small service providers, six years after the first-generation model was launched.

Of the 74.000 annual sales target for New Generation i10, Hyundai Motor forecasts a 12% channel share in the true fleet sector – amounting to 8.880 units per year.

Hyundai Motor's unique Five Year Unlimited Mileage Warranty will continue to be a valuable point of differentiation for buyers of New Generation i10, and is now available on a pan-European basis for the first time. Available only in Europe, the comprehensive package has no mileage limit and comes with five years of roadside assistance and five years of vehicle health checks, providing peace of mind for fleet buyers, fleet operators, company car drivers and private motorists.

New Generation i10, with its new, more efficient engine line-up, European design and high levels of perceived quality, and better-than-previous predicted residual values (RVs), is expected to offer buyers reduced total cost of ownership (TCO).

9. PRODUCTION

Hyundai Motor's Turkish factory expands to manufacture New Generation i10

“The huge investment made in our Turkish plant to accommodate production of New Generation i10 reflects our total commitment to Europe and to producing an A-segment car that exceeds the expectations of the European consumer” – Allan Rushforth, Senior Vice President and Chief Operating Officer, Hyundai Motor Europe.

At a glance

- New Generation i10 to be produced at HAOS factory in İzmit in Turkey
- Follows new €475 million investment to add production of new model
- Investment has created more than 2.800 new jobs at plant and suppliers
- Annual Turkish capacity now 210.000 units; European capacity now 510.000
- 90% of Hyundai Motor cars sold in Europe from 2014 will be built in Europe

European investment, European production

The New Generation i10 heralds a new era for Hyundai Motor: the start of European production of its A-segment model. The move of production involved a €475 million investment in the Hyundai Assan Otomotiv Sanayi (HAOS) production facility in İzmit, made in 2012. The investment has created more than 2.800 jobs at the plant and in the local supplier base, and takes Hyundai Motor’s total investment in its Turkish production facility to more than €1 billion.

“The addition of New Generation i10 to our production line in Turkey is a very positive step, guaranteeing European consumers high levels of build quality thanks to the plant’s world-class standards,” concluded Rushforth.

In total, Hyundai Motor employs 2.350 people at the plant, which also utilises 170 robots. The number of direct suppliers based in the İzmit region has increased to 43 thanks to the expansion in production capacity. The lines at the 123.167 m² Turkish facility have been extended by 55,5% to accommodate New Generation i10 production – they are now 560 metres long and capable of producing 36 cars per hour.

Expanding HAOS

The addition of the New Generation i10 to the production line – alongside Hyundai Motor’s B-segment model, New i20 – will see the HAOS factory increase its annual production capacity to 210.000 units from 2014. Hyundai Motor’s annual production capacity at its two European plants – in Turkey and the Czech Republic – now stands at 510.000 units.

Production of New Generation i10 at the Turkish factory will begin in September 2013 with European sales starting in November 2013. From 2014 onwards, more than 90% of all cars built at HAOS will be destined for sale in Europe.

Simplified production, greater choice

The adoption of a pan-European trim strategy for New Generation i10 has reduced factory complexity by approximately 85%, lowering production times while increasing customer choice.

10. TECHNICAL SPECIFICATIONS / EUROPE

Hyundai Motor New Generation i10

Body and chassis

Five-door, A-segment hatchback, with all-steel unitary construction bodyshell. Choice of three transversely-mounted gasoline engines driving the front wheels via five-speed manual or four-speed automatic transmission.

Engines / Gasoline

1,0-litre 66 ps	
Type	Kappa, 3 cylinders in line, DOHC, with dual CVVT
Capacity	998 cc
Bore x stroke	71,0 x 84,0 mm

Power	48, 5 kW (66 ps) at 5500 rpm
Torque	94 Nm (69 lb.ft) at 3500 rpm
1,25-litre 87 ps	
Type	Kappa, 4 cylinders in line, DOHC, with dual CVVT
Capacity	1248 cc
Bore x stroke	71,0 x 78,8 mm
Power	64 kW (87 ps) at 6000 rpm
Torque	120 Nm (88 lb.ft) at 4000 rpm

Engines / LPG

1,0-litre 67 ps	
Type	Kappa, 3 cylinders in line, DOHC, with dual CVVT
Capacity	998 cc
Bore x stroke	71,0 x 84,0 mm
Power	49,3 kW (67 ps) at 6200 rpm
Torque	90 Nm (66 lb.ft) at 4500 rpm

Transmissions

Engine	1,0	1,25	1,0 LPG
Manual – speeds	5	5	5
Automatic – speeds	4	4	-

Gear ratios

	1,0 MT 4 seats BlueDrive™	1,0 MT / AT 5 seats	1,25 MT / AT	1,0 LPG MT
1 st	3,545	3,727 / 2,919	3,545 / 2,919	3,727
2 nd	1,895	2,056 / 1,551	1,895 / 1,551	2,056
3 rd	1,192	1,269 / 1,000	1,192 / 1,000	1,269

4 th		0,906	0,906 / 0,713	0,853 / 0,713	0,906
5th		0,774	0,774 / -	0,719 / -	0,774
Reverse		3,636	3,636 / 2,480	3,636 / 2,480	3,636
Final drive		4,056	4,437 / 4,846	4,437 / 4,587	4,636

Suspension and damping

Front	Fully independent by subframe-mounted MacPherson struts, with coil springs and gas-filled shock absorbers. Anti-roll stabiliser bar.
Rear	Semi-independent by CTBA (coupled torsion beam axle) with separate coil springs and gas-filled shock absorbers.

Steering

Type	MDPS (motor-driven power steering) electric power-assisted rack and pinion
Gearing	2,9 turns lock-to-lock
Turning circle	9,56 metres (minimum)

Brakes

Front	241 mm ventilated discs (1,0 BlueDrive™ models) 252 mm ventilated discs (1,0 and 1,25 models)
Rear	234 mm solid discs
Assistance	ABS, EBD, ESC and VSM (standard) ESS and HAC (optional)

Wheels and tyres

Wheel type	Tyres	Spare tyre
13 x 4,5-inch steel wheels	155/70 R 13	Tyre mobility kit
14 x 5,5-inch steel or alloy wheels	175/65 R 14	Tyre mobility kit or temporary spare
15 x 6,0-inch alloy wheels	185/55 R 15	Tyre mobility kit or temporary spare

Dimensions (mm)

Exterior

Overall length	3665
Overall width	1660 (excluding door mirrors)

Overall height	1500
Wheelbase	2385
Front overhang	740
Rear overhang	540
Front track	1455 – 1491 (depending on model)
Rear track	1468 – 1504 (depending on model)

Interior

	Front	Rear	Combined
Head room	1008	960	—
Leg room	1070	820	1890
Shoulder room	1306	1301	—

Luggage area

Floor length	550
Width	1052
Height	565
Upper length	350
Tailgate aperture width	920
Tailgate aperture height	680

Capacities (litres)

Fuel tank	40 (Gasoline models) 27,2 (LPG models, in addition to main gasoline tank)
Luggage (VDA)	252 – rear seats in place 1046 – rear seats folded

Weights* (kg) (manual / automatic transmission)

Engine	1,0 – 4 seats	1,0 – 5 seats	1,25	1,0 LPG
Minimum curb	933 - 973	952 – 1.014 (933 – 1008)	941 – 1029 (961 – 1049)	989 – 1051
Maximum laden	1310	1440 (1420)	1450 (1455)	1470

Max. roof load	60	60	60	60
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Performance & Fuel Consumption* (manual/automatic transmission)

Engine	1.0 Blue Drive™	1,0	1,25	1,0 LPG
Maximum speed (km/h)	155	155 / 145	171 / 163	153 / -
0-100 km/h (seconds)	15,1	14,9 / 16,8	12,3 / 13,8	15,2 / -
Fuel consumption urban (l/100 km)	5,1	6 / 7,5	6,5	8
Fuel consumption extra urban (l/100 km)	3,7	4 / 5	4,1	5,1
Fuel consumption combined (l/100 km)	4,3	4,7 / 6	4,9	6,2
CO ₂ combined (g/km)	98	108 / 137	114	142

* Figures stated are manufacturer's estimates

About Hyundai Motor

Established in 1967, Hyundai Motor Co. has grown into the Hyundai Motor Group, with more than two dozen auto-related subsidiaries and affiliates. Hyundai Motor - which has seven manufacturing bases outside of South Korea including Brazil, China, the Czech Republic, India, Russia, Turkey and the U.S. - sold 4,4 million vehicles globally in 2012. Hyundai Motor, which employs approximately 100.000 worldwide, offers a full line-up of products including small to large passenger vehicles, SUVs and commercial vehicles.

Further information about Hyundai Motor and its products is available at www.hyundai.com.

About Hyundai Motor Europe

The company designs, engineers and manufactures cars in Europe, specifically for European consumers. In 2012, Hyundai Motor achieved European sales of 444.000 units, taking a new-car market share of 3,5%. Almost 95% of the vehicles Hyundai Motor sells in the region are designed, engineered and tested in Europe. And more than 70% are built at its two local factories (Czech Republic and Turkey), including New Generation i30, which was shortlisted for Europe's 2013 Car of the Year award and has won 14 awards throughout the region. Hyundai Motor sells cars in 28 European countries across 2.500 outlets.

Hyundai Motor offers its unique, Europe-only, 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 and its products is available at www.hyundai.com/eu.