**All-new Tucson Achieves Maximum Five-star**

**Euro NCAP Rating**

* *All-new Tucson ranks safest in the segment with top Euro NCAP rating*
* *New technologies including Autonomous Emergency Braking brought to the segment*
* *The rating reflects Hyundai Motor’s efforts to extend latest technology across its vehicle range*

**October 7, 2015** – Hyundai Motor’s new compact SUV, the All-new Tucson, has received the maximum five-star safety rating from an independent vehicle assessment organization, Euro NCAP. The result underlines the efforts of Hyundai Motor’s approach to extend latest technology and safety features across its vehicle range.

“The All-new Tucson introduces a wide array of new safety technologies such as Autonomous Emergency Braking at an accessible price. The Euro NCAP five star rating is further evidence, that quality and safety are built in to our new cars,” said Thomas Schmid, Chief Operating Officer of Hyundai Motor Europe.

**All-new Tucson offers new active and passive safety features**

The Euro NCAP test findings demonstrate that the All-new Tucson is one of the safest and most comprehensively equipped vehicles in its segment. Hyundai Motor’s use of the latest active safety technologies enhances the car’s impressive safety results.

While only the Lane Keeping Assist System and the Speed Limit Information Function were taken into account by Euro NCAP, the All-New Tucson is equipped with a host of other safety features to help avoid and minimize the severity of accidents. Among them is the Autonomous Emergency Braking system, which alerts the driver to unexpected emergency situations, braking autonomously if required. A Blind Spot Detector, Rear-Cross Traffic Alert and Vehicle Stability Management complete the comprehensive active safety package.

For increased pedestrian safety, the All-new Tucson is equipped with an Active Hood System as a standard, which raises the vehicle’s hood to cushion the impact shock in a frontal pedestrian collision. A new body shell structure now features 30% more advanced high strength steel, increasing the car’s torsional rigidity to offer greater impact resistance. Additionally, enhanced body connections enable better dissipation of collision energy which is another factor that was central to the positive Euro NCAP test result.

The All-new Tucson is on sale now throughout Europe. Its bold design is complemented by a compelling package of technology, comfort and convenience features. The vehicle is set to build on Hyundai Motor’s success in the SUV segment of having sold more than 1.2 million SUVs in Europe.

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About Hyundai Motor

Established in 1967, Hyundai Motor Company is committed to becoming a lifetime partner in automobiles and beyond. The company, which leads the Hyundai Motor Group, an innovative business structure capable of circulating resources from molten iron to finished cars, offers top-quality best-sellers such as Elantra, Sonata and Genesis. Hyundai Motor has seven manufacturing bases and seven design & technical centers outside of South Korea and in 2013, sold 4.73 million vehicles globally. With almost 100,000 employees worldwide, Hyundai Motor continues to enhance its product line-up with localized models and strives to strengthen its leadership in clean technology, starting with the world’s first mass-produced hydrogen-powered vehicle, ix35 Fuel Cell.

More information about Hyundai Motor and its products can be found at:

<http://worldwide.hyundai.com> or <http://www.hyundaiglobalnews.com>