



Vehicle Design



Brad Arnold
Head of Hyundai USA
Design Studio



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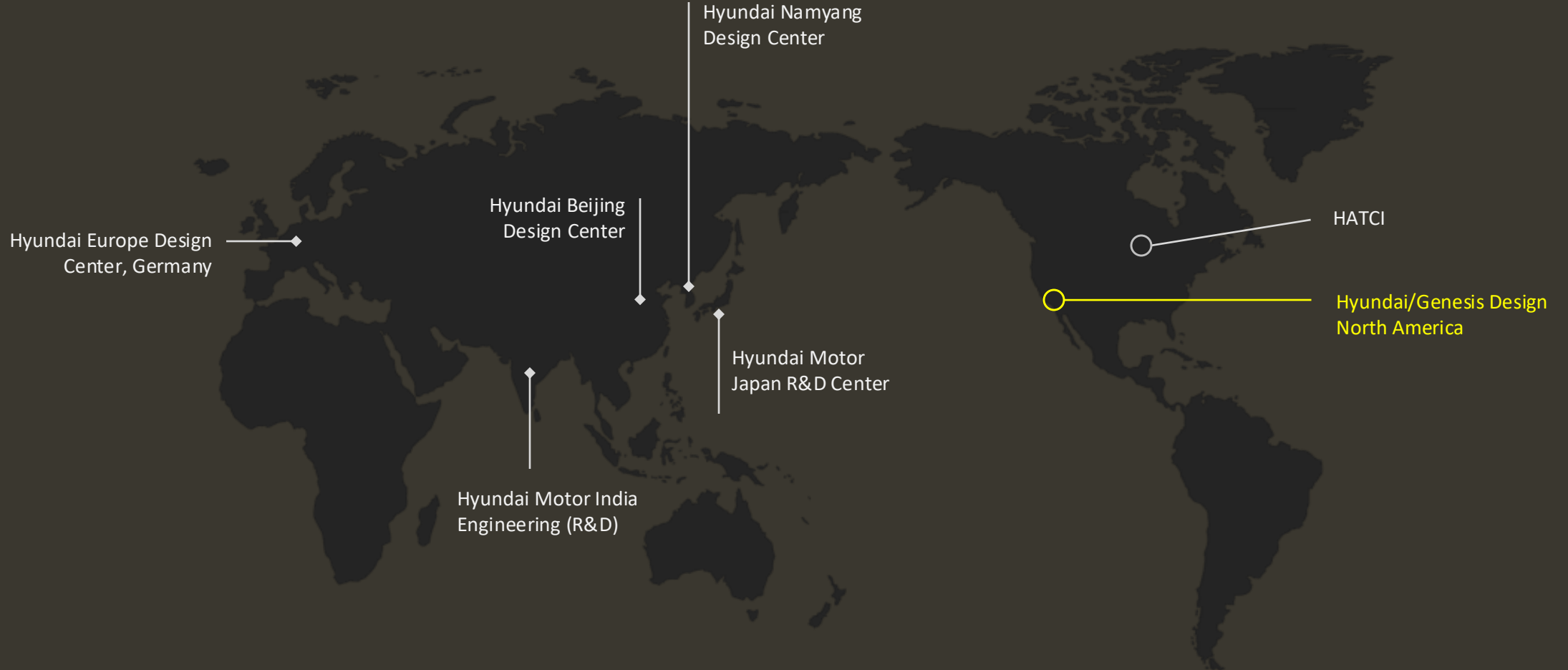


BRAD ARNOLD

HEAD OF DESIGN | HYUNDAI DESIGN NORTH AMERICA



HYUNDAI GLOBAL LOCATIONS



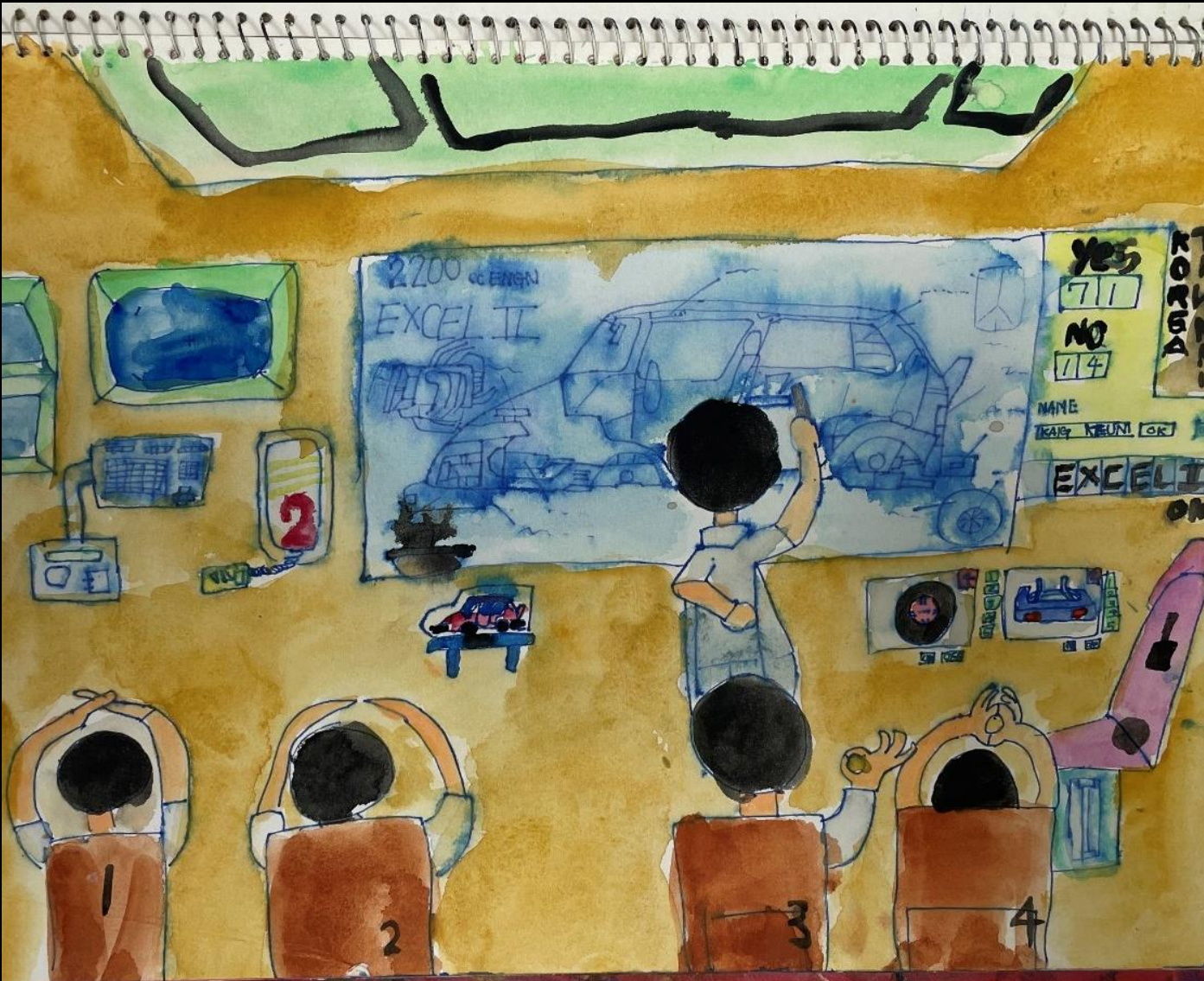




TESTING CARGO VOLUME

TESTING CARGO DURABILITY

EVALUATING USPs LIKE
"TAILGATE RC CAR RAMP"



KEVIN'S DREAM . 8 years old



KEVIN KANG . Interior Design Manager . 2024

HDNA CONCEPT CAR HISTORY



HDNA PRODUCTION CAR HISTORY

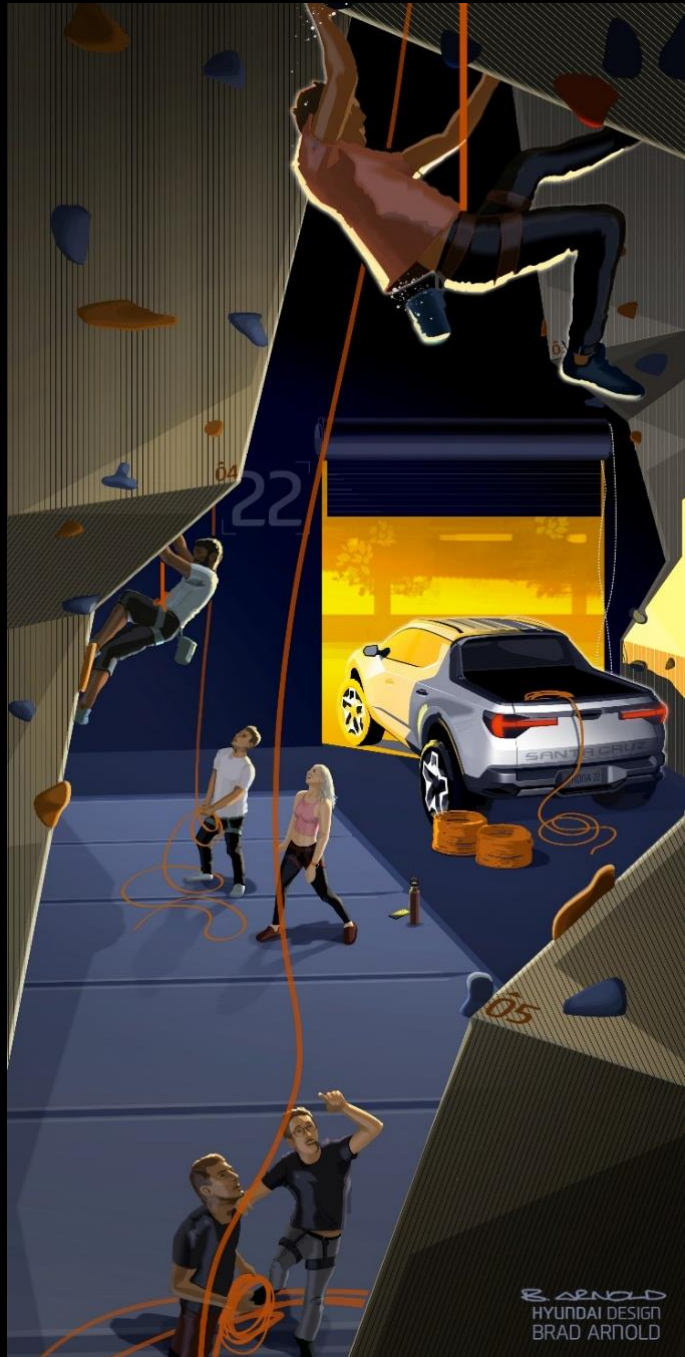
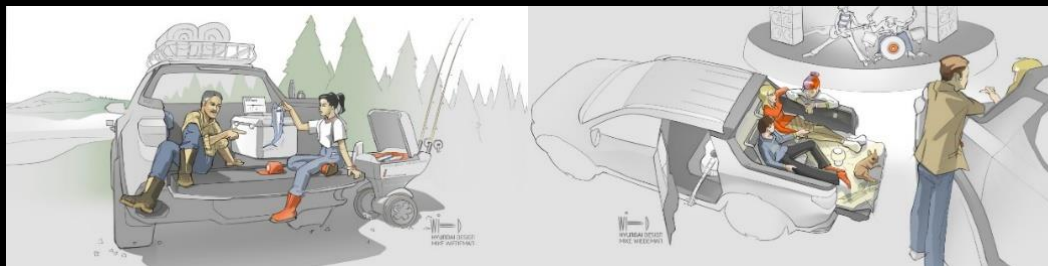
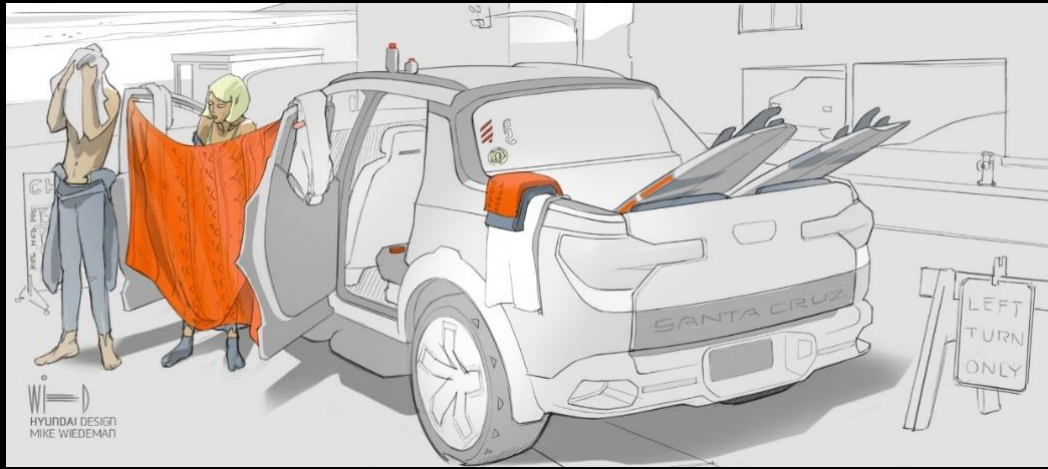


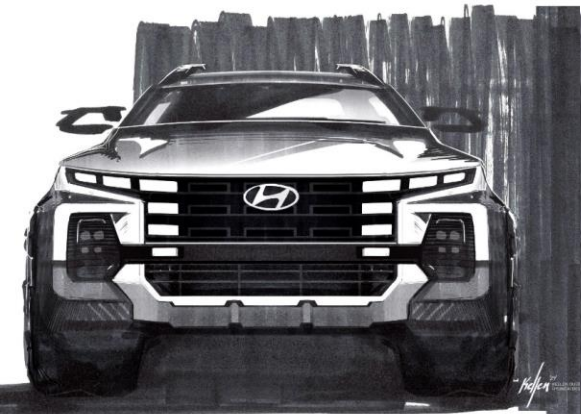
HDNA PRODUCTION CAR HISTORY



**WHAT EXACTLY DO DESIGNERS
DO?**

SANTA CRUZ







IONIQ 9

HISTORY

THE JOURNEY HASN'T CHANGED BUT THE WAGON HAS

HATCI FAMILY GENERATIONS

HATCI FAMILY NOW



1930 Ford Model A Tudor
165"
3957 mm

1930



1935 Arnold-21
Packard Tourer

1937 Arnold-
Camping- 37 Ford Coupe



1941 Eugene-
41 Plymouth Coupe



1937 Arnold-
Fishing- 37 Ford Coupe



1938 Arnold-
38 Buick



1937 Arnold-
37 Ford Coupe



- Nubias- Durango
Mexico trip



1957 Chevrolet Nomad
1975"
5017 mm

1960



-1952 Liz

-1961 Arnold
Road Trip



-1958 Arnold- Road trip
55 Ford Wagon



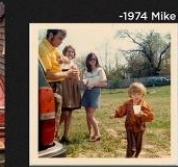
-1958 Arnold- Road trip
55 Ford Wagon

-1960 Arnold- Road trip
55 Ford Wagon



1975 Ford LTD Wagon
223"
5667 mm

1970



-1974 Mike



- Nubias- Durango
Mexico trip



-1976 Moir
Range Rover



-1974 Eugene
Cutlass Supreme



-1968 Arnold- 68 Ford
Econoline Van



-1968 Arnold- 67 Dodge
Cornet Wagon



-1969 Arnold- 68 Ford
Econoline Van



1984 Dodge Caravan
160.5"
4859 mm

1980



-1979 Liz
Family Car



-1988 Cole
Suburban



1995 Chevrolet Suburban
219.5"
5575 mm

1990



-1991 Liz
Automobile Magazine



-2019 Moir
Big Bear



-2015 Moir
15 Kia soul



-2019 Arnold
15 Silverado



-2016 Liz



2019 Volvo XC90
192"
4953 mm

2020



-2015 Moir
15 Kia soul



-2019 Arnold
15 Silverado



-2019 Arnold
15 Silverado



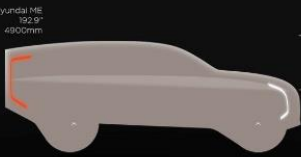
-2015 Liz
Kia Soul



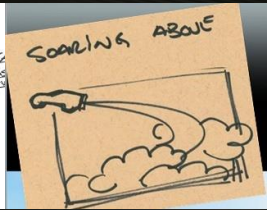
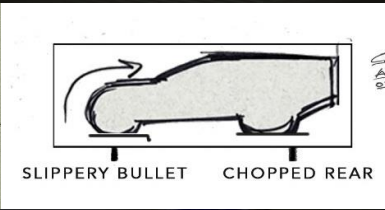
-2015 Liz



-2016 Liz



Hyundai ME
192.9"
4900 mm





SANTA FE

A

YOUR HOUSE



A-1

KINDERGARTEN



A-2

GROCERY MARKET



A-3

COFFEE SHOP



B

CARNIC/CAMPING



WHAT TO TAKE WITH YOU

S U M M A R Y

FROM A TO B - MORE & MORE

WASTE THAT YOU MAKE

PHONE

CAR_KEY

BAGS

MASK

GLOVES

HAND SANITIZER

TUMBLER

BANANAS

WALLET

NARKINS

BANANA PEEL

PLASTIC PACKAGE

EMPTY

HAND SANITIZER

YOUR HOME



DIAPER BAG

TOYS

WET TISSUE

JUICE

MILK

SKETCHBOOK

LEGO

STROLLER

BABY SEATS

CRAYONS

DIAPERS

WET TISSUE

CRUMPLED PAPER

COOKIE CRUMBS

PAPER CUP

MARKET



MASK

CAR_KEY

REUSABLE BAGS

PURSE

GLOVES

HAND SANITIZER

USED MASK

PAPER BAG

PLASTIC PACKAGE

PLASTIC BAG

USED GLOVES

DISINFECTANT WIPES

BILL

GYM



MASK

PHONE

AIRPODS

DOG

WALLET

LAPTOP

BACKPACK

TABLETS

PLASTIC CUP

STRAW

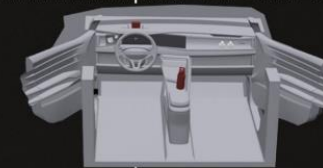
NARKINS

USED MASK

COFFEE SLEEVES

TUMBLER

FOODCHAIN



TENT

MOOD LIGHT

SLEEPING BAG

SLEEPING MATTRESS

COOKING SUPPLIES

LANTERN

PORTABLE CHAIRS

FIRST AID

PLASTICS

FOOD WASTE

CANS

CARNIC



YOUR HOUSE



WHAT TO TAKE WITH YOU



MX5 VISION

KINDERGARTEN



WHAT TO TAKE WITH YOU



MX5 VISION

MARKET



WHAT TO TAKE WITH YOU



EXPERIENCE

STARBUCKS



WHAT TO TAKE WITH YOU



MX5 VISION

CAR PICNIC



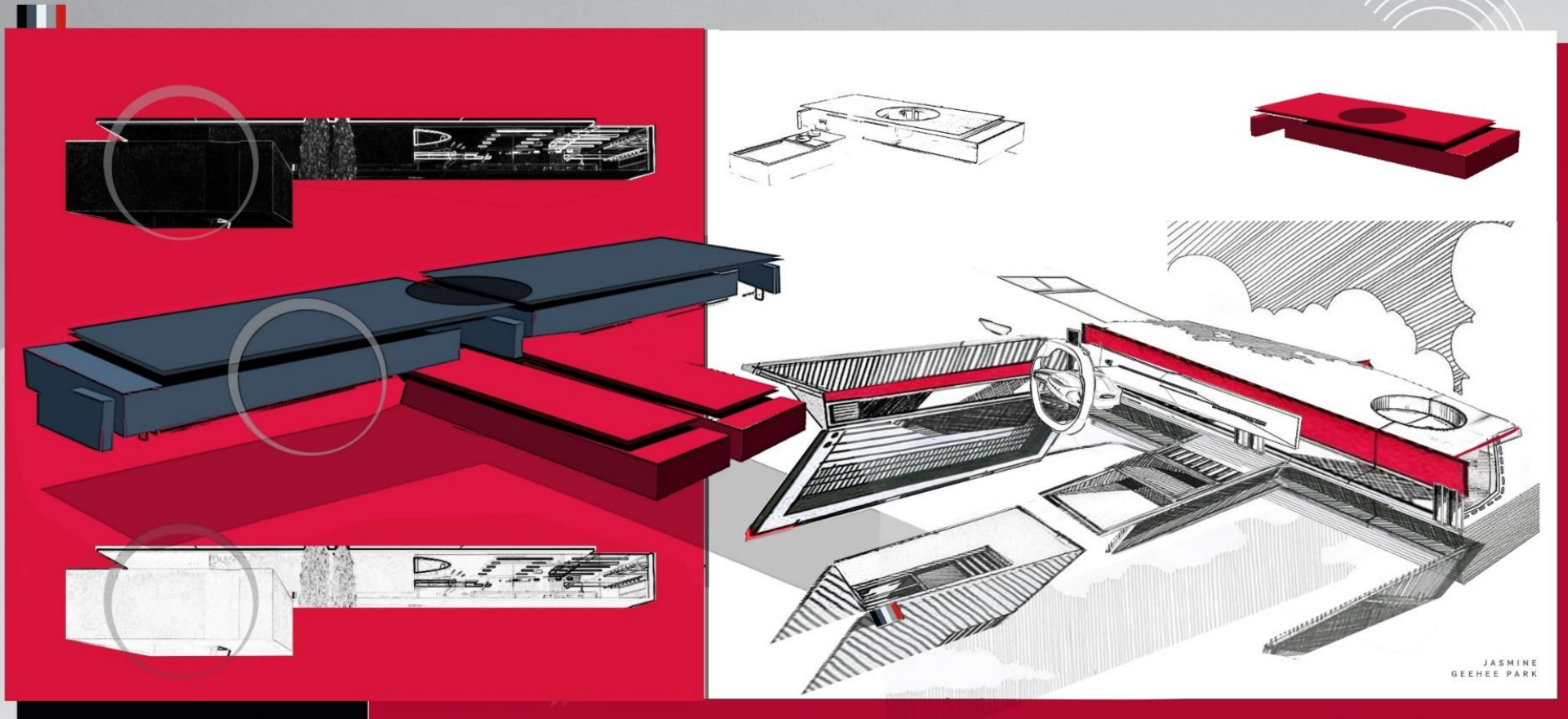
WHAT TO TAKE WITH YOU



MX5 VISION

THEME
/
STYLING

GEOMETRIC
DUAL
COCKPIT



JASMINE
GEEHEE PARK

MY VISION FOR MX5 02

AS SEEN IN THE VILLA SAVOYE

THE BEAUTY OF
ARCHITECTURAL STRUCTURES

AS SEEN IN THE VILLA SAVOYE





**WHAT IS NEXT FOR
HYUNDAI DESIGN?**

CRATER LAUNCH EVENT



WHERE WE DESIGNED CRATER . SANDBOX STUDIO



LOADING CRATER TO COME HERE!



CRATER AT OUR CALIFORNIA PROVING GROUNDS

XRT

RUGGED DESIGN

XRT PRO

RUGGED DESIGN

+
PERFORMANCE/FUNCTIONALITY



XRT



XRT







PROTECTION



CONNECTION



FUNCTIONALITY



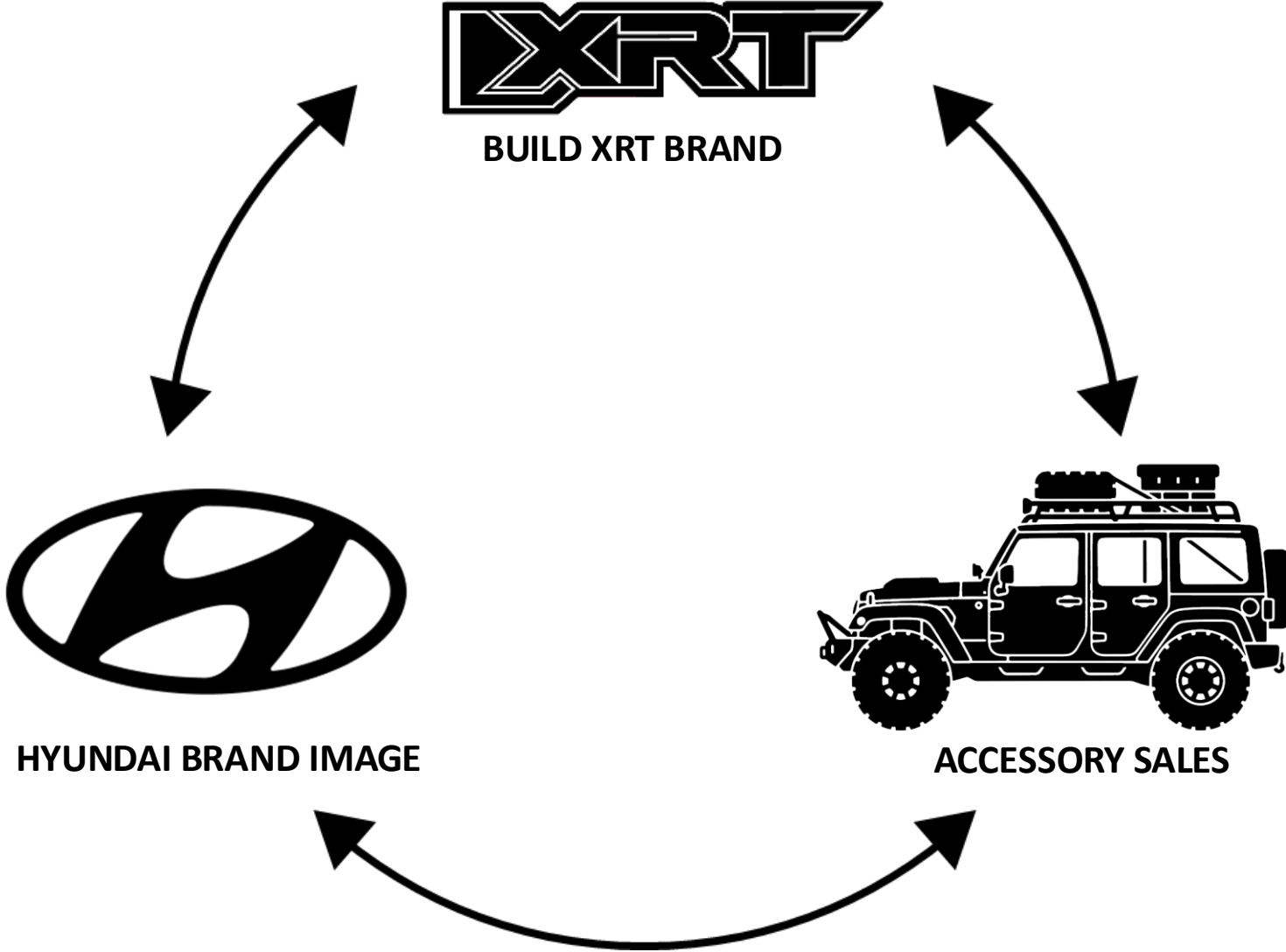
BUILD XRT BRAND



HYUNDAI BRAND IMAGE



ACCESSORY SALES





ACCESSORIES IN CANADA

TOP 5 SELLING MODELS WITH ACCESSORIES

TUCSON

KONA

SANTA FE

ELANTRA

PALISADE

TOP SELLING ACCESSORIES

WHEEL LOCK SET

TPMS KIT

BLOCK HEATER

WHEEL ASSY

MUD GUARDS

TOW HARNESS

TRAILER HITCH

WEATHERTECH LINERS

CARGO TRAY

ETC...





CANADIAN MUSTS



EASY GLOVED INTERACTION



HEATED EVERYTHING



ALL WHEEL DRIVE

FUTURE HYUNDAI DESIGN EXPLORATION . PHYSICAL



**EYES ON THE ROAD
HANDS ON THE WHEEL**

OFFERING MAXIMUM COMFORT AND CAPABILITY
THROUGH TACTILE ENGAGEMENT

PERFORMANCE PROTECTION

COMFORTING SURFACES AND FEATURES THAT
ENHANCE YOUR JOURNEY

USEFUL CAPABILITY

PROVIDING DESIGN THAT SUPPORTS THE
CAPABILITY FEATURES THAT YOU NEED



SANTAFE

XRT Concept



HYUNDAI DESIGN NORTH AMERICA

THANK YOU!

ANY QUESTIONS ARE WELCOME