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| **Hyundai Motor Announces Opening of**  **Hyundai Motorstudio Moscow**  *- First overseas Hyundai Motorstudio brand showroom*  *- Multi-space experience provides visitors with immersive Hyundai experience*  January 20, 2015 – Hyundai Motor has officially opened today the Hyundai Motorstudio Moscow, the first new overseas brand space and also Hyundai’s first non-sales showroom in the Russian market. Developed as part of the company’s innovative global Hyundai Motorstudio project, the new facility is located on the prestigious Noviy Arbat street in Russia’s capital city.  Executive Vice President of Hyundai Motor Company, WonHong Cho said in his welcome speech: “Hyundai Motorstudio Moscow is an important initiative for the company as it helps our customers understand what Hyundai Motor stands for, what inspires us and how our cars play an important role in our day-to-day lives. We will create a unique experience that will realize the company’s Modern Premium brand direction.”  The Hyundai Motorstudio Moscow space provides an experience like no other for its visitors. It has five functionally-oriented zones: Event Space, Car Gallery, Brand Collection, Library and Café.  The key design element of the interior space is the gallery, which features a heart-shaped staircase from the first to the second floor, which can also serve as an amphitheater. Two screens on each staircase allow visitors to watch a number of brand films. As a centerpiece to the staircase, an example of Hyundai’s best-selling model in Russia, the Solaris, finished in bright red, will hang from the adjacent wall.  On the first floor of the Hyundai Motorstudio Moscow is the Car Gallery, where visitors can see and learn about the latest innovations from the brand. This zone will also present contemporary art exhibits all inspired by the latest Hyundai design ideas. Visitors with a passion for modern technology can make their ‘dream drive’ come true thanks to the Interactive Car Journey. The system utilizes special screens to create a 180-degree view of the road ahead, as if behind the wheel of their favorite Hyundai.  In addition, brand fans can purchase Hyundai souvenirs, including branded merchandise, die-cast models or items which express the company’s brand direction and aspirations.  Hyundai Motorstudio Library offers visitors a wide collection of different books and magazines to read at their leisure, from glossy lifestyle magazines to unique and specialized automobile books. Gallery guests can choose a publication and read it in the comfort of the Hyundai Motorstudio Café, enjoying a cup of their favorite coffee, soft drink and snacks.  Rigorously-trained consultants, called ‘gurus’, provide customers with information about Hyundai Motor’s history, its models’ design development, as well as show and explain in detail the facility.  Hyundai Motorstudio Moscow is a brand experience center built with exquisite attention to detail, everything from the structure and the interior to its contents. When you step into the studio, the first thing that stands out is the way Hyundai Motor’s story is told. The ongoing engagement of visitors at Hyundai Motorstudio Moscow will allow the company to continue to bring to life the car culture of tomorrow and today.  Hyundai Motorstudio Moscow doors are open for the visitors every day from 10 a.m. to 10 p.m., located on: Noviy Arbat street, 21, Moscow, Russia. More information about Hyundai Motorstudio can be found at: [www.motorstudio.hyundai.ru](http://www.motorstudio.hyundai.ru)  -Ends-  **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 eight manufacturing bases and seven design & technical centers worldwide and in 2014, sold 4.96 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](https://owa.hmc.co.kr/owa/redir.aspx?C=U8iygzZiBE-GEhw1S-aT-dDK68kp_9EIjm2uJnhdZgFalDIK7ayB-3ziMajlsM7oHAqrpz_jdTA.&URL=http%3a%2f%2fworldwide.hyundai.com) or [http://www.hyundaiglobalnews.com](https://owa.hmc.co.kr/owa/redir.aspx?C=U8iygzZiBE-GEhw1S-aT-dDK68kp_9EIjm2uJnhdZgFalDIK7ayB-3ziMajlsM7oHAqrpz_jdTA.&URL=http%3a%2f%2fwww.hyundaiglobalnews.com)  **Contact**  Global PR Team  [Globalpr@hyundai.com](mailto:Globalpr@hyundai.com)  [www.hyundaiglobalnews.com](http://www.hyundaiglobalnews.com)  +82 (0)2 3464 2152 ~ 2160 |