

MEDIA RELEASE

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Hyundai SR Concept Accent and i30

Hyundai Motor Company Australia has today revealed a hint of things to come with the preview of two SR Concept vehicles from their [passenger car range](#). The Accent SR and new-generation i30 SR represent the company's forward thinking and intention to deliver fun, affordable, and desirable performance vehicles.

Following in the footsteps of the success of the recently launch [Veloster SR turbo](#), the SR range has been created to demonstrate the potential of the SR branding and to offer a foundation for the future development of first tier sport model variants. Both Accent SR and i30 SR feature subtle body enhancements using a unique chrome & red 'SR' logo.

Based on the new-generation i30 Elite Hatch, the i30 SR variant features;

- 2.0-litre GDi engine with 130kW & 213Nm (+18% more power, +20% more torque)
- LED daytime running lamps in front fog lamps
- Part leather/leatherette upholstery with red cloth inserts
- Sports front grille
- Rear diffuser
- 17" sports alloy wheels with machined face

Based on the Accent Elite Hatch, the Accent SR variant features;

- 1.6-litre GDi engine with 103kW & 167Nm (+13% more power, +7% more torque)
- Six-speed manual transmission
- Projector beam headlamps with LED positioning lamps
- Larger rear spoiler
- Rear park assist
- Part leather/leatherette upholstery with red cloth inserts
- Automatic climate control
- Dark metallic paint finish interior trim highlights

- 5" touch screen radio with MP3 CD player, AM/FM Radio, Bluetooth, digital iPod, AUX & USB inputs, media ripping and album art display
- 16" sports alloy wheels with machined face

“The SR range offers Hyundai the opportunity to gauge customer interest in the expansion of our successful passenger car models into the [sports space](#),” said Hyundai Motor Company Australia Marketing Director, Oliver Mann. “Our intent would be to deliver driver enjoyment over outright speed and to offer sporty drivability and everyday practicality in an affordable package.”

Hyundai will be evaluating the response from the public as part of its business case review for each model, ahead of possible introductions in 2013.

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Established in 1967, Hyundai Motor Company has grown into the Hyundai Motor Group, with more than two dozen auto-related subsidiaries and affiliates. Hyundai Motor - which has six manufacturing bases outside of South Korea including the U.S., China, India, Russia, Turkey, and the Czech Republic - sold 4.06 million vehicles globally in 2011. Hyundai Motor, which employs over 80,000 worldwide, offers a full line-up of products including small to large passenger vehicles, SUVs, and commercial vehicles.

Hyundai Motor Company Australia Pty Ltd (HMCA) was established on October 1st, 2003 as a wholly owned subsidiary of Hyundai Motor Company. The award-winning range of Hyundai vehicles continues to set segment and industry benchmarks in value, quality, and safety, with innovations such as Vehicle Stability Management, Electronic Stability Control, and Australia's first five-year warranty with unlimited kilometres.

Hyundai vehicles are sold in 186 countries through some 5,300 dealerships and showrooms. For more information visit: www.hyundai.com.au