

# News Release

## New Hyundai Motor Group Innovation Center in Singapore to Transform Customer Experience through Future Mobility R&D

- Construction begins with virtual groundbreaking ceremony attended by Singapore Prime Minister Lee Hsien Loong, South Korea's Industry Minister Sung Yun-mo, and Hyundai Motor Group Executive Vice Chairman Euisun Chung
- HMGICS to serve as an innovation center for future mobility studies
- Construction due to be completed by the end of 2022
- Center to lead paradigm shift in mobility value chain, spanning the entire lifecycle of vehicles
- Small-scale manufacturing capabilities focused on EVs to test a customer-centered manufacturing platform
- HMGICS to explore new business concepts, including battery-as-a-service

**SEOUL/SINGAPORE, October 13, 2020** – Hyundai Motor Group (the Group) celebrated the groundbreaking announcement of the Hyundai Motor Group Innovation Center in Singapore (HMGICS) with a virtual ceremony today. The center will act as an open innovation lab for the Group's future mobility research and development, with the aim of revolutionizing the future mobility value chain.

"Korea and Singapore have cooperated on multiple fronts and the HMGICS represents a new milestone in the continuing collaboration between our two nations," said Sung Yun-mo, Korean Minister of Trade, Industry and Energy. "The key to this collaboration will lie in finding ways to bring together our respective strengths."

"Hyundai Motor Group Innovation Center in Singapore will strive for 'Human-Centered Value Chain Innovation for a Mobility Paradigm Shift.' We will offer products and services tailored to customers' needs," said Hyundai Motor Group Executive Vice Chairman Euisun Chung. "I am confident the innovations that spring from HMGICS will shape our future global society for the better and contribute to the progress of humanity."

Hyundai hosted the virtual event with the Singapore government by connecting the Namyang R&D Center in Korea and Jurong Town Hall in Singapore as a safety measure amid COVID-19 pandemic. Officials from the Korean and Singaporean governments, as well as the Group, attended the ceremony, including Singapore Prime Minister Lee Hsien Loong; Korean Minister of Trade, Industry and Energy Sung Yun-mo; and Hyundai Motor Group Executive Vice Chairman Euisun Chung.

Through HMGICS, the Group will realize its vision for human-centered mobility value chain innovation with three strategic directions.

First, the Group will enhance the value of work and the dignity of workers through a human-centered digital transformation. HMGICS will develop innovative systems that combine advanced technologies such as AI, ICT, and big data to allow for work environment where creative potentials are fulfilled, and human value is enhanced.

Secondly, the group will build a customer-centered smart mobility environment where products are tailored to customer needs and mobility services would enrich its customers' lives.

Lastly, the Group will contribute to the building of Singapore's Smart Nation as a responsible industry member in the smart ecosystem. HMGICS, located in the heart of Singapore, will use eco-friendly energy sources like solar and hydrogen energy to help achieve carbon neutrality.

During an event in May 2019, Executive Vice Chairman Chung emphasized the need to bring focus back to customers and their needs. Since then, the Group has worked to establish a customer-centered approach on multiple fronts. The Group continue the approach at HMGICS in its endeavor to revolutionize future mobility value chain.

In future, customers will be able to customize and purchase vehicles online using a smartphone, which will immediately start production using Hyundai's on-demand technology. The customers can then watch their car being manufactured at HMGICS. Once the car is ready for delivery, it will be transferred to the 620-meter-long Sky Track where customer can test drive the vehicle.

Sky Track will sit atop HMGICS' state-of-the-art seven-story innovation lab located at the Jurong Innovation District (JID). JID enables how organizations collaborate – by bringing the various nodes of the advanced manufacturing ecosystem together, into a single district to create a one-stop advanced manufacturing hub. Masterplanned to house the full manufacturing value chain, JID is home to a vibrant ecosystem of researchers, technology and training providers, and advanced manufacturers.

The building will also feature a landing port for Urban Air Mobility (UAM) as well as solar panels providing the site with clean renewable energy. The center will gradually expand its use of renewable energy to eventually use fuel cell as a power supply to minimize emissions from power generation.

HMGICS occupies a footprint of 44,000 m<sup>2</sup> with the building covering 28,000 m<sup>2</sup>. Construction of the site will be completed by the end of 2022.

The center will also act as a test bed for a human-centered intelligent manufacturing platform with small scale EV production facility on site. The facility will utilize the latest 'Industry 4.0' smart technologies, such as artificial intelligence (AI), Internet of Things (IoT) and robotics. The logistics and assembly lines within HMGICS will be highly automated to establish a safe and efficient work environment. The Group will also test versatile systems that produce multiple models, to respond efficiently to fast changing market environments.

Hyundai's vision of progress for humanity also prioritizes sustainability, and the center will play a pivotal role in identifying opportunities in the mobility field. The center also will explore new business concepts, including BaaS (battery-as-a-service) in order to enhance customers' experiences of EV ownership.

HMGICS will be home to the Group's R&D experts from around the world, including members of the Hyundai CRADLE innovation hub and AI Research (AIR) Center. Affiliate companies such as Hyundai Mobis, Hyundai Glovis, Hyundai Autoever, Hyundai WIA, Hyundai Rotem and Hyundai Transys will also take part in HMGICS.

The collaboration will go beyond the Group and into the Singaporean innovation ecosystem. Singaporean universities, startups and research institutes, including Nanyang Technological University, Singapore - the first local academic research partner – will be able to collaborate through the open innovation lab.

"Hyundai is a strategic partner in our effort to address future mobility needs through innovation and advanced manufacturing technologies. The Hyundai Motor Group Innovation Centre will introduce important new capabilities in areas such as electric vehicles and urban air mobility, and create new opportunities for Singaporeans. This will complement the vibrant base of companies that are involved in the development of autonomous driving and electrification technologies," said Dr. Beh Swan Gin, Chairman, Singapore Economic Development Board (EDB).

Mr. Tan Boon Khai, CEO of JTC, said "Jurong Innovation District is shaping up well as a top-tier innovation ecosystem, with many top multinational giants joining in recent years. We will continue to bring together the best in advanced manufacturing and change the way all stakeholders collaborate to build the future of this industry. The Hyundai Motor Group Innovation Centre will further strengthen the District's position as an advanced manufacturing hub that is home to state-of-the-art Factories of the Future."

## Singapore's role in the hub for open innovation

Singapore is ranked first in the World Economic Forum's 2019 Global Competitiveness Report. The country's competitiveness stems from its strategic location, competitive workforce, pro-business environment, and forward-looking economic policies. With a strong track record for open innovation, Singapore is an ideal location for Hyundai to test transformative ideas through HMGICS.

As part of its Smart Nation initiative to drive the adoption of digital innovation across multiple industries, Singapore is actively fostering the use of digital technologies such as AI, digitalization, and smart urban mobility.

– End –

**About Hyundai Motor Group**

Hyundai Motor Group is a global corporation that has created a value chain based on automobiles, steel, and construction and includes logistics, finance, IT and service. With about 250,000 employees worldwide, the Group's automobile brands include Hyundai Motor Co., Kia Motors Corp and Genesis. Armed with creative thinking, cooperative communication and the will to take on all challenges, we are working to create a better future for all.

More information about Hyundai Motor Group, please see: [www.hyundaimotorgroup.com](http://www.hyundaimotorgroup.com)

More information about Hyundai Motor and its products can be found at:  
[worldwide.hyundai.com](http://worldwide.hyundai.com) or [globalpr.hyundai.com](http://globalpr.hyundai.com)

Visit the Kia Motors Global Media Center for more information: [www.kianewscenter.com](http://www.kianewscenter.com)

For more information on Genesis and its new definition of luxury, please visit <https://www.genesis.com>

**Disclaimer:** Hyundai Motor Group believes the information contained herein to be accurate at the time of release. However, the company may upload new or updated information if required and assumes that it is not liable for the accuracy of any information interpreted and used by the reader.

**Contact:**

**Jin Cha**

Global PR Team / Hyundai Motor Group

[sjcar@hyundai.com](mailto:sjcar@hyundai.com)

+82 2 3464 2128