

KONA

Sales Talk



Sales Talk based on Customer Journey

PRODUCT
CONCEPT

Upscaled Multiplayer

An entry SUV that provides customers with a unique experience as a global volume model of next generation

Entering the showroom

"Welcome to Hyundai!"

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Exterior
Design

Seamless Horizon DRL Lamp

The **simple and wide** seamless horizon lamp on the front accentuates KONA's **futuristic image**.

Front Bumper

The voluminous garnish and skid plate of the front bumper add to the **bold SUV** image.

Rear Horizon Lamp and Lower Combination Lamps

The horizon tail lamps are identical to the front and the lower combination lamps complete KONA's armor design for a **streamlined design**.

Spoiler-integrated HMSL

Feel the unique elegance of KONA, **Hyundai's first model** to feature a **spoiler-integrated** high-mounted stop lamp (HMSL) that **lights up on top of the rear**.

Dynamic Side Proportion

The dynamic side proportion and Z-shaped character line highlight the simple and sharp appearance of **sporty KONA**.

Overall Length and Rear Seat Space

The rear seat has become more spacious with KONA's longer overall length and has been applied with a bench seat that maximizes **usability and comfort**.

Front Relaxion Comfort Seats

KONA's front comfort seats can disperse the body weight of the passenger for **zero-gravity** relaxation when the car is parked.

Integrated Memory System(IMS)

Conveniently reposition the seat with the seat posture memory system that can save up to **two seat postures**.



Electronic Shift By Wire (column type) and Open Console

KONA features a column-type shift-by-wire (SBW) system to enable an open console storage box that offers a **neat and spacious** storage space.



Interior
Design

Belt line Chrome Molding

The chrome molding that runs from the belt line to the rear spoiler **blends in with the character lines** on the sides that make it appear as if wrapping around the whole car.

Rear Seat 2-level Latch / Luggage Space

The reclining rear seats provide more **comfort** as well as more **flexible use of space** by folding the seats and utilizing the trunk covering shelf and luggage board.

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Getting in the Car
for a Test Drive

Digital Key 2 Touch

The digital key app on your smartphone or smartwatch allows you to lock/unlock the doors **without a physical key**.



Touch-type Outside Door Handles

The door **unlocks easily** just by touching the handle sensors that are helpful when your hands are full.



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Before Driving

Panoramic Display

The panoramic display for **tech-savvy** drivers features a surround-view monitor with quick control that adds convenience.

Leaving the showroom

"I hope to see you soon!"

Smart Power Tailgate / Adjustable Height

The tailgate can be **opened and closed simply** with a button or smart key. The **opening height can be adjusted** for easier loading.

Parking Safety and Driver-assistance System : Surround View Monitor (SVM) & Remote Smart Parking Assist (RSPA)

The surround view monitor delivers a clearer image of the surrounding for **safe parking**. The remote parking assist enables remote control of the car that **helps parking in tight spaces**.



After Driving

Ambient Mood Lamp

Refresh your mind with the ambient mood lamp available in 64 colors.

OTA Software Update

KONA can be **updated** with the latest **features** by updating the OTA software to the latest version without visiting the service center.



Wireless Charging Pad

Place your smartphone on the charging pad for **fast wireless charging**, to use it as a digital key, and **start the engine**.

During Driving

TARGET
CUSTOMER

Customers who make practical judgements and enjoy active lifestyle

CUSTOMER JOURNEY : **STEP 01**

⋮

Exterior Design



STEP_01

STEP_02

STEP_03

STEP_04

STEP_05

STEP_06

Seamless Horizon DRL Lamp & Front Bumper

Key message | Futuristic seamless horizon lamp
| Futuristic image that resembles an electric vehicle



Sales
Talk

“What is most noticeable when you look at the front of KONA? Please take a look at the **seamless horizon DRL lamp**, the new family look of Hyundai. The shark-inspired nose design of the seamless horizon lamp applied on the front gives a simpler and wider image. This has emphasized KONA's **futuristic image**.”

“The all-new KONA resembles an electric vehicle with its radiator grille as well as the voluminous garnish and skid plate on the front bumper which enhance its **refined, sharp,** and futuristic image. It was an internal combustion engine version designed after the designing of an electric model. This is why the design of KONA appears so futuristic.”

Sales
Talk

Rear Horizon Lamp and Lower Combination Lamps

Key message | Identical horizon tail lamps on both front and rear



Sales
Talk

“The **design** should have **consistency** for it to look and feel good. The horizon tail lamps are identical to the lamps in front. In addition, the lower combination lamps on the rear feature a consistent armor design of KONA that has been applied on the front.”

Spoiler-integrated HMSL

Key message | Unique design that can light the upper part of the rear

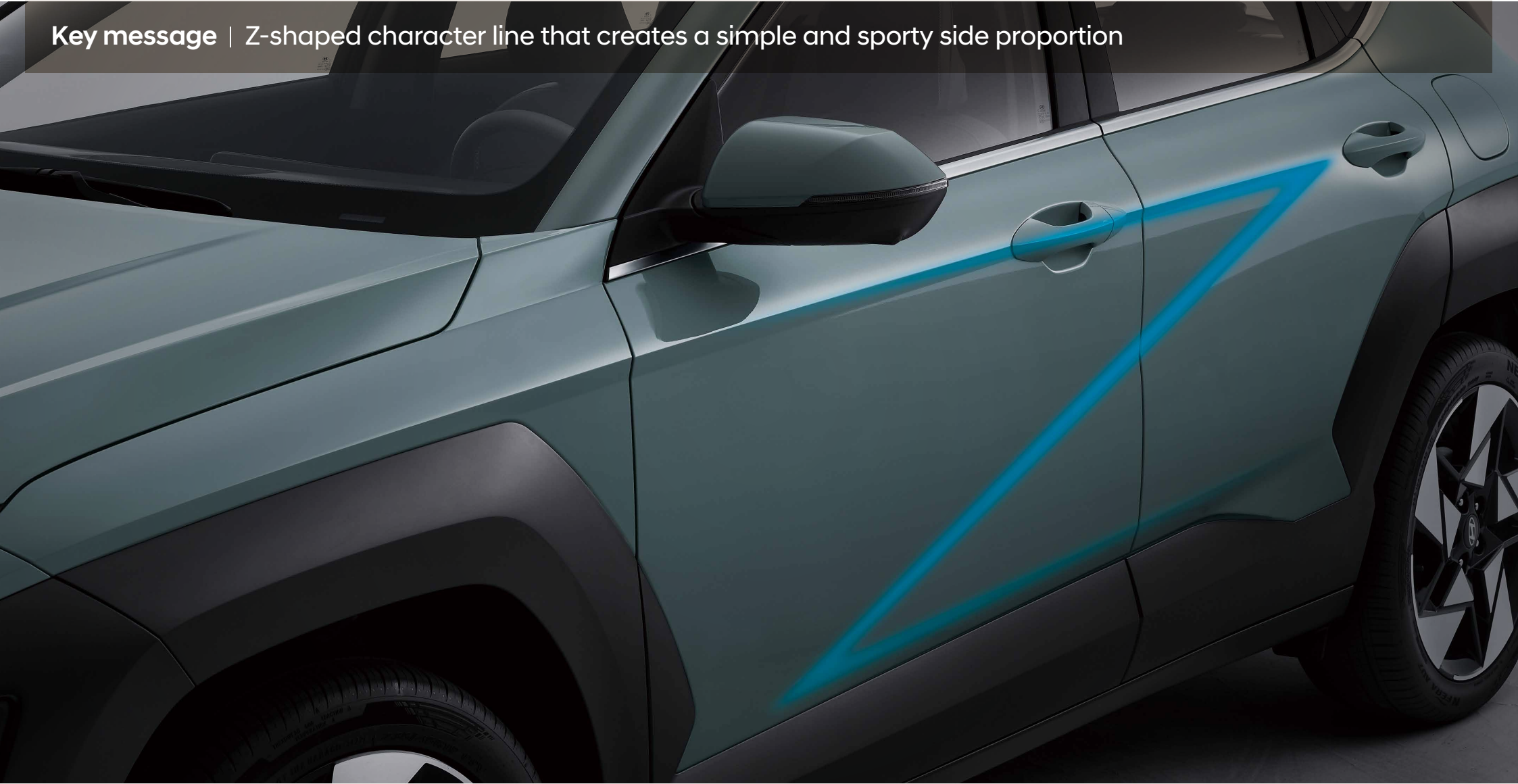


Sales
Talk

“Just like how individually unique we are, KONA also has its own design identity as seen by the high-mounted stop lamp (HMSL). KONA's HMSL lights the upper part of the rear as well, unlike the previous model that features a long horizon line only, and adds a **voluminous** look, completing KONA's **unique design identity**.”

Dynamic Side Proportion

Key message | Z-shaped character line that creates a simple and sporty side proportion



Sales
Talk

“KONA's design is dynamic, but this does not imply that it is too much. Take a look at the **Z-shaped character line** that starts from the front bumper. It features a sharp body line that goes well with the wheel arch claddings. Despite the fact that it has become larger in size, KONA displays a **dynamic and sporty** impression for its simple and sharp character line.”

Belt line Chrome Molding

Key message | Unique design that runs to the rear spoiler



**Sales
Talk**

“Now, let’s take a look at the belt line chrome molding. The chrome molding runs to the spoiler on the rear, naturally connecting with the Z-shaped character line on the sides. This kind of detail and harmony adds **depth in the sporty feature of KONA.**”