

News Release

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Hyundai Motor Unveils The all-new TUCSON, Its Boldest SUV

- The all-new TUCSON embodies the “Boldest SUV” vision through its “Art of Steel” design, enhanced hybrid performance and intelligent efficiency, and advanced Pleos Connect infotainment system
- A refined, spacious cabin enhances everyday comfort with intuitive controls, flexible storage and available relaxation features
- Next-generation Hybrid System delivers intelligent efficiency, targeting up to 42 mpg while harmonizing fuel economy with driving performance
- Pleos Connect drives everyday progress with an ever-evolving digital experience, enabled by Gleo AI, an expanding app marketplace, and intuitive UI/UX
- TUCSON XRT PRO expands adventure capability with Smart Terrain Assist and advanced off-road technologies
- Hyundai premieres the all-new TUCSON globally against the Manhattan skyline, showcasing the vehicle's innovative spirit and reinforcing its position as a global SUV icon.

NEW YORK, October 1, 2026 – Hyundai Motor Company today unveiled the **all-new TUCSON**, introducing its **boldest SUV** ever, which combines the “**Art of Steel**” design philosophy, **hybrid performance enhanced by intelligent efficiency**, and the advanced **Pleos Connect** next-generation infotainment system.

The all-new TUCSON made its world premiere against the iconic backdrop of the Manhattan skyline in New York City, underscoring Hyundai Motor’s confidence in its best-selling global SUV. The bold urban venue reflected the vehicle’s innovative spirit, celebrating TUCSON’s rich heritage as a global market leader while signaling a new era of versatile mobility.

Designed for ultimate versatility, the all-new TUCSON seamlessly transitions from sophisticated daily commutes to rugged weekend getaways. Guided by the “**Art of Steel**” design philosophy, it combines muscular exterior styling with a purposeful, tech-forward interior. Alongside the standard

model, the debut of the rugged **TUCSON XRT PRO** further elevates its off-road capability. Integrated with **Pleos Connect** featuring **Gleo AI**¹, an advanced **Next-generation Hybrid System**, and Hyundai's first **Smart Terrain Assist (STA)**², the all-new TUCSON lineup empowers customers with confidence and elevated convenience across diverse lifestyles and life stages.

"Millions of families around the world count on the Hyundai TUCSON, and this is the best one we have ever built," said José Muñoz, President and CEO, Hyundai Motor Company. "Its combination of bold design, generous cabin space, seamless infotainment, and available hybrid efficiency sets a new standard for what customers should expect in this segment. TUCSON opens the most ambitious product offensive in our history, including more than 100 new and refreshed vehicles globally by 2030 — 58 in North America alone."

How Does “Art of Steel” Design Language Influence The all-new TUCSON’s Bold Look?

The all-new TUCSON embodies “**The Boldest SUV**” ideal through Hyundai Motor’s “Art of Steel” design language, combining structural strength with a commanding road presence. Every element, from muscular exterior proportions to refined interior spaces, reflects purposeful engineering and aesthetic vision.

The exterior design centers on pronounced, muscular fenders that showcase the inherent tension and strength of steel. This aesthetic is balanced by restrained door surfaces and crisp body lines, reinforcing the all-new TUCSON's bold SUV image.

The redesigned body is **longer, wider and taller**, commanding greater visual presence while unlocking additional interior space. The long wheelbase model measures 4,700 mm in length (+60 mm), 1,905 mm in width (+40 mm), and 1,685 mm in height (+20 mm) compared to the previous model.

The all-new TUCSON's front design helps to improve pedestrian safety while enhancing forward protection in the event of a collision. Meanwhile, door opening angles expand from 73 degrees to 83 degrees compared to the previous generation, improving accessibility and ease of entry.

New **nature-inspired exterior colors**³ emphasize the vehicle's unique design details:

- **Ranger Green Pearl/Matte**: A lush green with a color travel effect that shifts from greenish metallic silver to a reddish tone highlighting a bold, unified aesthetic.
- **Kodiak Blue Pearl**⁴: A deep blue with a color travel effect from intense violet to turquoise, revealing a dynamic depth that shifts with changing light angles.
- **Driftwood Gray Metallic/Matte**⁵: An earth-inspired gray with a subtle green-to-red color shift

¹ Availability, specific features, service names, and timing of introduction may vary by market, model, and trim level.

² North America-only (XRT PRO).

³ Color availability may vary by markets; Based on the North American model.

⁴ For Ulsan Plant-produced vehicles only.

⁵ For Ulsan Plant-produced vehicles only.

that changes with light, grounding the vehicle in the natural landscape.

- **Red Rock Orange Pearl/Matte:** A rugged canyon-inspired tone emphasizing off-road identity.

What New Lighting Signatures Define The all-new TUCSON?

The front design draws inspiration from architectural lighting principles. **H-Edge lighting** combines indirect center lighting with edge lighting to enhance horizontal proportions, creating a wider, more stable appearance. This lighting delivers a refined and futuristic front impression.

At the rear, the sculptural **Prism Rear Lamps** sharpen the vehicle's volume and outline, bolstering the all-new TUCSON's commanding presence. The design creates the striking impression of light resting at the edge of a transparent lens, revealing an intricate internal pattern that delivers a high-tech, sophisticated signature.

Beyond H-Edge and Prism designs, the all-new TUCSON introduces available **Micro Pixel Lighting (MPL)**.⁶ Utilizing 25,600 individual LED pixels, MPL enables precision beam patterns, rain guide, and dynamic welcome/farewell animations. Standard LED headlamps feature a two-in-one module design, while LED taillamps are standard across the lineup.

How Does The all-new TUCSON Redefine Cabin Comfort?

The all-new TUCSON's interior design creates a **furnished space** that prioritizes visual refinement and thoughtfulness through furniture-inspired comfort and intuitive controls, delivering a premium user experience. Every surface, from soft cushioning to ergonomically positioned displays, supports stress-reduction, relaxation and a calmer cabin environment.

The cabin redefines minimalism for SUVs through purposeful design. The two-layered instrument panel design separates form and function: a horizontal upper layer provides visual comfort and clarity, while a deep open tray below provides storage space. Soft, voluminous cushioning applied across the top of the instrument panel, doors and console armrest create a **premium and relaxing interior**, scaling home-based, furniture-like comfort to the automotive environment.

To **minimize driver distraction** and reduce cognitive load, the cabin layout ergonomically positions controls within the driver's natural line of sight. The Double D-Cut steering wheel pairs with a 9.9-inch slim display above the steering column to keep the driver's visual field uncluttered. Below the center stack display, **tactile buttons** for frequent-use features including HVAC and audio settings provide intuitive control without the need for distracting screen-tapping while driving.

An extended console armrest improves touchscreen ergonomics, prioritizing driver comfort. For added convenience, available **dual 15W wireless charging pads** are integrated into the console to eliminate cable clutter, while a hidden storage tray accommodates personal items to maintain the

⁶ Short Wheelbase (SWB) only, model not available in North America.

cabin's minimalist aesthetic.

The all-new TUCSON's **interior space** (1,036 mm front headroom, 1,064 mm rear legroom, 1,470 mm front shoulder room) creates a spacious, luxurious cabin environment. For extended rest, the available **Ergo Motion Seat**⁷ features a seven-cell pneumatic lumbar and bolster massage system with manual and auto modes. Additionally, the available **four-link Relaxation Comfort Seat**⁸ allows for a one-button recline to 10 degrees — perfect for breaks when parked.

The steering column-mounted **Shift-By-Wire (SBW) lever** consolidates gear selection into an intuitive control stalk, eliminating the need to reach for a traditional center console shifter. An illuminated gear indicator and one-button park engagement simplify driving dynamics while strengthening the “Eyes on the Road, Hands on the Wheel” design philosophy.

The **Multi-Air Mode System** provides sophisticated climate comfort by routing conditioned air through main vents, multi-vents, and floor-level distribution with active management, effectively eliminating uncomfortable direct airflow. Meanwhile, an available three-zone HVAC system⁹ allows front and rear occupants to customize their climate settings independently.

The available **13.5V Metal-Coated Heated Glass**¹⁰ offers a 15-minute full de-icing capability for harsh winter conditions. In the summer, the glass's 60 percent solar energy rejection keeps the interior 2 degrees cooler, reducing air conditioning strain and fuel consumption. This transparent conductive coating technology integrates more than 20 layers of metal, dielectric and ceramic materials to provide functionality without visible wire patterns, preserving the cabin's visual purity.

Premium interior colors¹¹ reflect a design philosophy that embraces various lifestyles:

- Black, Black/Dove Gray, Mud Gray/Dove Gray, Black/Brown package
- **XRT- and XRT PRO-specific:** Black monotone with dark metal accents

How Does TUCSON's Hybrid System Intelligently Balance Performance, Efficiency, and Comfort?

At the heart of the all-new TUCSON is Hyundai Motor's **Next-generation Hybrid System**, designed for drivers who demand more than just fuel economy. Guided by the “Intelligent Efficiency” principle, the advanced powertrain redefines the hybrid experience by harmonizing efficiency with driving performance.

Targeting up to **42 mpg**¹² and 0–60 mph acceleration in 8.5 seconds, this hybrid powertrain proves that leading efficiency no longer requires compromising performance or refined everyday drivability.

⁷ SWB only, model not available in North America.

⁸ SWB only, model not available in North America.

⁹ SWB only, model not available in North America.

¹⁰ SWB only, model not available in North America.

¹¹ Color availability may vary by markets; Based on the North American model.

¹² Targeted fuel economy for the North American 2WD HEV equipped with 17-inch wheels. Actual fuel economy may vary by configuration and driving conditions. Availability may vary by region, model and selected specification.

The **E-Traction** system, applied exclusively to HEV models, further enhances handling performance by intelligently optimizing driving torque to reduce wheel slip during cornering. By increasing inner-tire grip, the system improves vehicle stability and control at the handling limit, contributing to a more precise, confident and refined driving experience.

The **class-leading HEV Stay Mode** enables drivers to run features including air conditioning, heating, audio and device charging while the engine is turned off, creating an **EV-like in-cabin experience** that enhances quietness and comfort during breaks, outdoor activities or waiting periods.

Whether selecting the spirited 1.6T-GDI (184 hp / 27.0 kgf·m) with eight-speed automatic transmission for driving performance or the HEV's targeted 42 mpg for extended adventures, every powertrain option features the **integrated electric water pump (EWP)**. This unified cooling system consolidates separate circuits, reducing weight while maintaining superior thermal performance, efficiency and reliability.

The all-new TUCSON **Plug-in Hybrid**¹³ delivers a powerful combination of electric and gas propulsion, featuring a **1.6L turbocharged engine paired with a plug-in hybrid system** that produces 292 ps and 38.7 kgf·m of torque. With an estimated **81 km of all-electric range**, drivers can complete most daily commutes on battery power alone, minimizing fuel consumption and operating costs for routine trips. The **7.2 kW on-board charger** enables rapid charging at home or public stations, seamlessly transitioning to gas-engine power for longer journeys.

How Does the Evolving Pleos Connect Drive Everyday Progress Inside the Vehicle?

The all-new TUCSON delivers an immersive digital cabin experience driven by evolving innovation. Pleos Connect, Hyundai Motor's Android Automotive OS (AAOS)-based infotainment system, combines a 17-inch or 12.9-inch primary touchscreen display with a 9.9-inch slim display. Intuitive UI/UX features, including three-finger gesture controls and an expansive single-screen mode, help minimize distraction and make every drive smarter and more seamless.

At the core of the experience lies **Gleo AI**¹⁴, an in-vehicle agentic AI that understands natural conversation and user context, reducing the need to navigate menus. Drivers can simply ask, "Find a hiking trailhead with parking within 30 minutes," and the system provides relevant results based on the request's context. This conversational interface reduces the need for screen interaction, enabling a more intuitive in-vehicle experience.

Built on an AAOS foundation, Pleos Connect provides native integration of third-party services such as entertainment and productivity services, and gaming content, without requiring smartphone mirroring or manual connection steps. The infotainment system receives over-the-air (OTA) updates,

¹³ Available in select markets.

¹⁴ Availability, specific features, service names, and timing of introduction may vary by market, model, and trim level.

ensuring the vehicle continues to evolve with consumer needs.

How Does The all-new TUCSON Embody Hyundai Motor's Commitment to Quality, Safety and Reliability?

The all-new TUCSON's comprehensive architecture is engineered from the ground up to deliver **exceptional quality, enhanced safety** and **long-term reliability**. Building on Hyundai Motor's proven engineering expertise, the vehicle undergoes rigorous validation of structural integrity and acoustic performance, while integrating advanced occupant protection, driver monitoring and driver assistance technologies to help ensure confidence in a wide range of driving conditions.

Structural strength forms the foundation of the all-new TUCSON's **quality** and **safety**. **Hot-stamped steel** is extensively applied to key body structures, contributing to enhanced impact resistance and body rigidity. Reinforced center pillars and multi-point collision energy management absorb and distribute impact loads efficiently, protecting structural integrity over the vehicle's lifetime.

Precision engineering further enhances everyday quality and reliability. Acoustic engineering minimizes cabin noise, while enhanced sound insulation, aerodynamic refinements and sealing technologies contribute to a quieter and more refined cabin environment. Together, these measures help reduce occupant fatigue on long journeys. Enhanced sealing and quality measures help protect key vehicle components from moisture and environmental exposure.

In-cabin intelligence reinforces safety and peace of mind. The **In-Cabin Monitoring Unit (ICMU)** uses real-time monitoring of driver eye activity and drowsiness to issue proactive fatigue alerts, helping prevent fatigue-related incidents on long drives. Child Presence Detection (CPD) and Rear Occupant Alert (ROA) automatically notify drivers if children or pets are left unattended, adding an extra layer of occupant protection.

Additional safety and driver assistance technologies also bolster driver confidence. **Intelligent Speed Limit Assist (ISLA)** recognizes speed limit signs and automatically adjusts the vehicle's set speed to help drivers comply with changing speed limits. **Navigation-Linked Smart Cruise Control (NSCC)** proactively decelerates for upcoming curves and other road conditions such as roundabouts, intersections and speed bumps identified through navigation data.

Together, these **quality, safety** and **reliability** measures form a comprehensive approach that transforms the driving experience, giving drivers confidence to pursue spontaneous weekend escapes, cross-country road trips and outdoor adventures.

How Do The all-new TUCSON's Advanced Driving Technologies Support Confident Exploration?

The all-new TUCSON features a myriad of advanced technologies which unlock new possibilities. Proven, trusted, and backed by Hyundai Motor's renowned engineering expertise and technical

know-how, these technologies let drivers smoothly shift from work to weekend escape, empowering owners to navigate unpredictable terrain with confidence.

For more confident exploration, the all-new TUCSON introduces **Hyundai Motor's first Smart Terrain Assist (STA)**¹⁵. Real-time **terrain difficulty assessment** analyzes traction and slip conditions and provides visual guidance via a green, orange or red "stuck score."

Complementing STA, **Target Speed Control (2–25 km/h)** automatically manages acceleration and braking to maintain the driver-selected speed according to terrain conditions. This low-speed off-road driving assistance allows drivers to focus on steering while the vehicle controls power delivery, making off-road driving more approachable for both experienced and novice drivers.

Also available, class-first **Memory Reversing Assist (MRA)** can record driving up to 30 km/h and automatically assists steering while reversing on narrow roads, while the available **Ground View Monitor (GVM)** provides transparent terrain visibility forward and beneath the vehicle.

For towing, **Trailer Reverse Assist (TRA)** semi-automatically manages steering alignment, reducing complex maneuvering efforts for more intuitive control.¹⁶ In North America, the all-new TUCSON's HEV model offers up to 3,000 pounds (1,361 kg) of towing capacity — a 1000-lb. increase over the previous model — making it ideal for weekend trips with boats, campers or trailers. Towing capability further improves with the European lineup, as the ICE model gains up to 350 kg, the HEV up to 260 kg, and the PHEV up to 450 kg over the previous generation, giving drivers in the region class-competitive capability across the entire powertrain lineup.

What Unique Features and Capabilities Do the XRT and XRT PRO Models Deliver?

Variants of the all-new TUCSON offer distinct expressions of the vehicle's character.

TUCSON XRT¹⁷ – Rugged Outdoor Character: The XRT features enhanced rugged details to create an imposing road presence. A wide, fascia-extending frontal cladding combined with extended black wheel-arch cladding wraps protectively around the lower body, creating a tougher, more **off-road-inspired SUV** image.

A forged-carbon-inspired design motif applied to wheel arches and lower black areas adds robustness, expressing the distinctive outdoor-oriented XRT spirit. Bold bumper and skid-plate designs emphasize protective lower structures, conveying a stronger impression.

TUCSON XRT PRO¹⁸ – Maximum Adventure Capability: The XRT PRO offers enhanced protection, control and functionality through comprehensive off-road engineering and design.

¹⁵ XRT PRO only.

¹⁶ SWB only, model not available in North America.

¹⁷ Available in select markets.

¹⁸ Available in select markets.

Equipped with all-wheel drive, all-terrain tires, aggressive approach and departure angles, and front recovery hooks, XRT PRO is built for outdoor adventures. Its elevated ground clearance (210 mm, +30 mm vs. standard) and expanded cladding package featuring the forged-carbon-inspired patterns provide increased lower body protection while reinforcing the model's explorer identity.

The front and rear fascia feature strong vertical connections drawing attention to key functions, while bold interlocking wheel designs wrapped with all-terrain tires enhance the XRT's rugged capability. Inside, dark metal finishes paired with XRT-exclusive seat patterns and logos unify the XRT aesthetic.

A new sport-inspired variant of the all-new TUCSON will debut at the 2026 Paris Motor Show on October 12.

How Has TUCSON Cemented Its Position as an Iconic Global SUV?

Since its debut in 2004, TUCSON has established itself as Hyundai Motor's best-selling SUV worldwide. With cumulative global sales exceeding 11.1 million units¹⁹, TUCSON continues to serve as a key growth driver for the brand.

The U.S. has been one of TUCSON's most important markets, accounting for approximately 20 percent of cumulative global sales. Demand for hybrid variants has grown particularly rapidly in the U.S., where hybrid models represented 31 percent of total TUCSON sales in 2025, underscoring the growing importance of electrified SUVs in the market.

When and Where Will The all-new TUCSON Be Available?

The all-new TUCSON will launch in Korea later this year, with **North America, Europe and other global markets** to follow in **2027**.

[Explore The all-new TUCSON in Detail]

- Watch the official the all-new TUCSON launch film on Hyundai Worldwide's [YouTube channel](#).
- Discover key highlights about the all-new TUCSON [\[Link\]](#).

¹⁹ Including China-only models

Technical Specifications

DIMENSIONS	CATEGORY		DETAILS	
External Dimensions and Elements	Length	LWB	4,700 mm (+60 mm)	
	Width	LWB	1,905 mm (+40 mm) (largest increase in segment)	
	Height	LWB	1,685 mm (+20 mm) (1,700 mm with roof rack)	
	Wheelbase	LWB	2,785 mm (+30 mm)	
	Ground Clearance		180 mm (standard)	
			210 mm (XRT PRO) (+30 mm)	
	Front Overhang	LWB	915 mm	
	Rear Overhang	LWB	1,000 mm	
	Max Tires	LWB	235/50R20	
	Wheel Options		17", 18", 19", 20"	
	H-Edge lighting		Indirect center + edge architectural-inspired design	
	Prism Rear Lamps		Sculptural 3D floating design with intricate pattern – Signature Design Element	
	Micro Pixel Lighting (MPL)		25,600 individual LED pixels	
	Exterior Colors		Serenity White Pearl, Ranger Green Pearl, Kodiak Blue Pearl, Driftwood Gray Metallic, Red Rock Orange Pearl. – Nature-inspired palette	
Internal Dimensions and Features	Cargo (SAE/VDA)		41.7 cu. ft. (1,067 L domestic SAE)	
	Seating Height	LWB	Row 1: 314 mm	Row 2: 357 mm (ICE/HEV)
	Headroom	LWB	Row 1: 1,036 mm (990 mm with sunroof) Row 2: 1,031 mm (1,003 mm with sunroof)	
	Legroom	LWB	Row 1: 1,052 mm Row 2: 1,064 mm	
	Shoulder Room	LWB	Row 1: 1,470 mm Row 2: 1,428 mm	
	Door Opening Angle		83 degrees (+10 degrees vs. previous model)	
	Seating Capacity		5 occupants	
	Rear Seat Configuration		6:4 split-folding (North America/Korea)	
	Instrument panel Design		Two-layered (horizontal upper + deep open tray) Premium Furnished Space	
	Wireless Charging		Dual 15 W Qi 2.0 pads – Standard Configuration	
	USB Charging (Seat Backs)		100 W USB-C fast charging – High-power charging	
	Multi-Air Climate System		Main + multi + floor vents (indirect distribution)	
	Heated Glass		13.5V metal-coated with 15-minute de-icing	

	HEV Stay Mode	Engine-off A/C, heating, audio, charging	
	Interior Colors and Materials	Monotone: Black; Dual-Tone: Black/Dove Gray, Mud Gray/Dove Gray, Black/Sand Beige, Black/Brown (XRT/XRT PRO); N-Line Specific: Suede + natural leather with red stitching	
POWERTRAIN SPECIFICATION	GASOLINE (ICE)	HYBRID (HEV)	PLUG-IN HYBRID (PHEV) ²⁰
Engine/Motor Configuration	1.6T-GDI / 2.0 MPI	P1 (13 kW) + P2 (47.7 kW)	P1 (13 kW) + P2 (79 kW)
Combined Output (KR)	150-193 ps	236–245 ps	292 ps
Combined Output (US)	184 hp	233 hp	-
Combined Torque	19.6-27.0 kgf·m 141.8 ~ 195.3 lb-ft	38.7 kgf·m 279.9lb-ft	38.7 kgf·m
Battery Capacity	N/A	1.49 kWh / 270V	17.1 kWh / 351V
Transmission	6MT / 7DCT / 8AT / 6AT	6AT	6AT
0-60 mph	9.5–12.4 sec	8.5 sec	7.9 sec (4WD)
Fuel Economy (EPA NA)	28 MPG (2WD) 26 MPG (4WD)	40 MPG (4WD 17") 38 MPG (4WD) 42 MPG (2WD 17") 40 MPG (2WD)	—
Fuel Economy (Domestic KR)	12.2 km/l	17.4 km/l	—
CO2 Emissions (Europe)	142 g/km	119 g/km	91 g/km
Electric Range	N/A	N/A	81 km (50 mi)
Towing Capacity	—	3,000 lbs. (US/4WD)	1,910 kg
Onboard Charger	N/A	N/A	7.2 kW
Key Innovation	Integrated EWP	Industry-leading 40 mpg + Stay Mode	Fast-Charging + EV Range
SAFETY SYSTEM	CONFIGURATION		COVERAGE
Airbag	Advanced airbag system		Driver/Passenger frontal, front side, rear side, available center side (CSAB), full-length curtain, seat belt (3-point)
Structural Protection	Hot-stamped high-strength steel, reinforced 2.0mm center pillars		Front overhang (+20 mm) for pedestrian protection
STA (Smart Terrain Assist)	Real-time terrain difficulty assessment		Automatic assisted off-road cruising
Level 2+ Assisted	SCC Stop & Go, LFA Lane Following,		Highway/urban driving assistance

²⁰ Available in select markets.

Driving	Emergency Stop	
ICMU Integration	In-Cabin Monitoring Unit (DSM + OSM)	Driver/occupant monitoring
Navigation-Linked Features	ISLA, NSCC, MRA, GVM, TRA	Advanced driver assistance systems
Target Safety Ratings	NHTSA 5★ / IIHS TSP+, Euro NCAP 5★, KNACP Level 1, 5★ (AU)	Multi-market certification

***Note:** Availability and application of the features described in this press release may vary by region, model and selected specification.

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About Hyundai Motor Company

Established in 1967, Hyundai Motor Company is present in over 200 countries with more than 120,000 employees dedicated to tackling real-world mobility challenges around the globe. Based on the brand vision of 'Progress for Humanity,' Hyundai Motor is accelerating its transformation beyond mobility through advanced robotics and physical AI. The company invests in new technologies to bring about revolutionary solutions while pursuing open innovation to introduce future mobility services. In pursuit of a sustainable future for the world, Hyundai Motor will continue its commitment to carbon reduction as a full lineup provider with industry-leading ICE, hybrid, plug-in hybrid, hydrogen fuel cell and EV technologies.

More information about Hyundai Motor and its products can be found at:

<https://www.hyundai.com/worldwide/en/> or [Newsroom: Media Hub by Hyundai](#)

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