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News Release

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Hyundai Motor Unveils The all-new ELANTRA, Bringing Dynamic Confidence to the Compact Sedan

- The all-new ELANTRA, Hyundai Motor's eighth-generation compact sedan, is unveiled at the LA Auto Show on November 19, 2026
- Hyundai Motor redefines the compact sedan with the all-new ELANTRA, blending segment-leading style and space, hybrid performance enhanced by 'intelligent efficiency' and Pleos Connect's software experience
- The all-new ELANTRA adopts Hyundai Motor's 'Art of Steel' design language with H-Edge lighting, bringing a sporty, dynamic character to the compact sedan
- Larger dimensions deliver midsize class interior space with ample rear legroom and furniture-inspired comfort, maintaining the agility and efficiency of a compact sedan
- Hybrid performance is enhanced by the Intelligent Hybrid System, supported by predictive energy management and Smart Regeneration System 3.0
- Pleos Connect, Hyundai Motor Group's next-generation infotainment system, drives everyday progress with a software-driven, conversational in-car experience

LOS ANGELES, November 19, 2026 – Hyundai Motor Company today unveiled the **all-new ELANTRA**[1] at the LA Auto Show, bringing a dynamic new presence to the compact sedan segment.

Badged as **AVANTE** in Korea, the eighth-generation ELANTRA adopts Hyundai Motor's '**Art of Steel**' design language together with **Pleos Connect**, delivering a software-driven mobility experience that continues to push the compact sedan segment forward.

Blending expressive styling, expanded interior space, advanced hybrid technology and software-driven experience, the all-new ELANTRA reflects Hyundai Motor's vision for the **software-defined vehicle (SDV)** era.

[1] Features and specifications referenced in this release are primarily based on North American (NA) models and may vary by market. Certain technologies, features and safety systems may be available only in selected markets, trims or specifications

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The all-new ELANTRA is an appealing choice for the generation buying their first car, offering a confident start that grows into a trusted daily partner — it is truly 'My Dynamic Move'. For the all-new ELANTRA, 'My Dynamic Move' means more than movement. It reflects **self-driven** progress in everyday life, empowering drivers to **shape their own path** with greater confidence and ease.

"For many customers, ELANTRA is their first experience with the Hyundai brand, and that makes this vehicle especially important to us," said José Muñoz, President and CEO of Hyundai Motor Company. "The all-new ELANTRA demonstrates that an attainable sedan does not have to compromise on design, technology or everyday usability. We want that first Hyundai experience to be one that builds trust and keeps customers with our brand for years to come."

How Does the Art of Steel Design Enhance The all-new ELANTRA's Appeal?

The all-new ELANTRA adopts Hyundai Motor's **Art of Steel** design language, combining resilient surfaces, sharp character lines and bold fender volume to create a confident stance. The design blends the practical functionality of a three-box configuration with sport sedan dynamism, while retaining the distinctive personality that has made ELANTRA one of the brand's most recognizable nameplates.

"There is an inherent beauty in a sedan because its proportions are honest, intuitive and functional," said SangYup Lee, Executive Vice President and Head of Hyundai and Genesis Global Design Center. "With the all-new ELANTRA, we returned to that essence, then pushed it forward. Wide, muscular fenders, a long hood and refined three-box proportions give ELANTRA a confident, athletic presence that challenges the conventions of the compact sedan."

Key design elements include **H-Edge lighting**, futuristic grille styling, three-box proportions, slim-neck mirrors and lift-up flush door handles. The vehicle expands in every dimension — length (+85 mm), width (+30 mm) and wheelbase (+30 mm) — delivering midsize class interior space with **993 mm of rear legroom** (+29 mm) and **958 mm of rear headroom**[2] (+18 mm) while maintaining compact-sedan nimbleness.

H-Edge lighting, inspired by architectural design principles, emerges as a signature design element that unifies the vehicle's front and rear visual identity. The daytime running lamps feature a distinctive horizontal stripe that emphasizes the vehicle's wider, lower stance, while the sculpted vertical tail lamps optimize airflow and establish visual differentiation. Together, these lighting components enhance both aerodynamic efficiency and design coherence, creating a commanding presence on the road while reinforcing Hyundai Motor's Art of Steel design language.

ELANTRA's design expression extends to its distinctive color palette. New exterior colors include

[2] 953 mm of rear headroom (for the HEV model).

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Kodiak Blue Pearl[3], Kodiak Blue Matte[4], Raptor Gray Matte[5], and **Graphene Green Pearl**, the vehicle's global signature hue. It showcases sophisticated multi-layer pearl technology — combining white pearl, sparkle blue pearl, turquoise pearl and sparkling glass flake — that shifts through greenish-grey tones as light dances across the surfaces.

How Does The all-new ELANTRA's Interior Deliver Everyday Comfort?

The cabin balances sporty sedan DNA with refined comfort through the furniture-inspired **'Curve of Upholstery'** design and a symmetrical layout that gently embraces the driver. The central 12.9-inch[6] **Pleos Connect** display delivers seamless access to media and connected services, while essential controls remain physical buttons. This human-centered approach reflects a deliberate balance between a modern digital experience and the intuitive, safe operation that drivers expect. A slim information display positioned in the driver's natural line of sight minimizes distraction while supporting Hyundai Motor's **'Eyes on the Road, Hands on the Wheel'** interior design philosophy.

Premium convenience features include **dual wireless charging** (Qi 2.0 – 15W), Audio by **Bang & Olufsen**, **Hyundai Digital Key 2**, and 100W ultra-fast charging USB ports.

Interior customization options include six curated color combinations: Black/Black, Black/Dove Gray, Black/Cognac, Burgundy/Rose Ivory[7], Black/Chalk Beige[8], and Chalk Beige[9], allowing drivers to tailor their ELANTRA experience to personal preference.

How Are the Powertrain Options Tailored for Performance and Efficiency?

The all-new ELANTRA offers two optimized powertrains: a **1.6L hybrid** and a **2.0L gasoline** engine.

The all-new ELANTRA's hybrid performance, enhanced by **'intelligent efficiency'** and finely tuned control technology, delivers a smooth, confident drive. It combines optimized energy management for enhanced fuel efficiency, finely tuned control technology for smooth and responsive performance, and EV-derived electrification features such as **Stay Mode** to deliver a refined and confident driving experience.

The **1.6L hybrid powertrain** delivers a combined output of **157 PS** through an **advanced six-speed dual-clutch transmission**, providing a compelling balance of responsive performance and

[3] In North America and global markets only (market-specific details to be confirmed)
[4] Available in Korean and global markets, excluding North America. Kodiak Blue Matte — inspired by the depth and richness of cobalt minerals — offers a distinctive alternative.
[5] Available in Korea and global markets, excluding North America (market-specific details to be confirmed)
[6] 12.9-inch display (Connect-L). Plus, 14.6-inch display (Connect-S) available in selected markets, including Korea and on top HEV trim only (Canada-exclusive in North America)
[7] Available in Korea and global markets, excluding North America (market-specific details to be confirmed)
[8] Available in Korea and global markets, excluding North America (market-specific details to be confirmed)
[9] Available in Korea and global markets, excluding North America (market-specific details to be confirmed)

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outstanding efficiency[10].

The 1.6L hybrid powertrain comes with **smart energy management technologies** such as:

- **Smart Regeneration System 3.0:** Captures kinetic energy during braking and deceleration, optimizing energy recovery and extending hybrid battery lifespan
- **Hybrid Hierarchical Predictive Control System:** Intelligently anticipates driving patterns and road conditions to maximize efficiency in real time
- **Stay Mode:** Powers climate control, audio and lighting functions while parked, eliminating unnecessary engine operation and reducing emissions

This hybrid technology delivers remarkable fuel efficiency while maintaining the agility and responsive driving dynamics expected in the compact sedan segment.

For customers prioritizing performance and responsiveness, the **2.0L gasoline engine** delivers **149 PS** (+26 over the previous 1.6L), paired with an efficient **IVT transmission** achieving **35 mpg**[11].

How Does Pleos Connect Deliver Everyday Progress for Drivers?

The all-new ELANTRA delivers an immersive digital cabin experience driven by evolving innovation. **Pleos Connect**, Hyundai Motor's next-generation infotainment system built on **Android Automotive OS**, delivers a seamless and user-centric mobility experience. Supported by over-the-air (OTA) updates, the platform enables continuous feature enhancements over time, while the **Pleos App Market** expands functionality through a growing ecosystem of third-party applications, including music streaming and vehicle management services.

At the core of the experience lies **Gleo AI**[12], 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.

How Does The all-new ELANTRA Deliver Comprehensive Protection and Lasting Quality?

The all-new ELANTRA combines **precision engineering with advanced safety technology** to create a vehicle engineered for protection and longevity. Every component is designed and tested to withstand daily demands while maintaining exceptional reliability and safeguarding occupants through years of driving.

Advanced materials and structural design work together to create a resilient foundation. Strategic

[10] The fuel economy for the HEV is currently undergoing the EPA certification process.
[11] EPA-certified in the North America market and 14.3 km/L in Korea.
[12] Availability, specific features, service names, and timing of introduction may vary by market, model, and trim level.

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use of **ultra-high-strength steel** throughout critical frame and structural areas provides superior collision resistance without compromising efficiency. Optimized structural geometry and reinforced support members manage collision forces effectively, preserving vehicle integrity. The comprehensive airbag system protects occupants in multiple impact scenarios. Protective coatings and sealed construction defend against environmental deterioration, ensuring durability across diverse climates and road conditions.

An extensive suite of **SmartSense Advanced Driver Assistance Systems** enhances occupant protection and confidence across all driving conditions. Collision-prevention features include **Forward Collision-Avoidance Assist 2 (FCA 2)**[13], **Blind-Spot Collision-Avoidance Assist (BCA)** and **Safe Exit Warning (SEW)**. Lane-management technologies — **Lane Keeping Assist (LKA)**, **Lane Following Assist 2 (LFA2)** and **High Beam Assist (HBA)** — work collaboratively to support safe highway and urban driving. Situational awareness is further enhanced through **Intelligent Speed Limit Assist (ISLA)**, **Blind-Spot Monitor (BVM)**[14]and **Memory Reversing Assist (MRA)**.[15]

Innovative in-cabin technology adds another critical layer of occupant protection. The **In-Cabin Monitoring Unit (ICMU)**[16] continuously monitors driver engagement and alertness through **Driver State Monitoring (DSM)** and **Steering Wheel Grip Detection (HOD)** to mitigate fatigue-related risks, while **Driver Attention Warning (DAW)** alerts drivers to moments of inattention. **Occupant State Monitoring (OSM)** and **camera-based occupant detection** work seamlessly with **seat belt monitoring** and **Rear Occupant Alert** to ensure comprehensive passenger protection and awareness.

These interconnected safety, durability and reliability systems work seamlessly to deliver the confidence and peace of mind drivers need for daily commutes and weekend getaways alike.

When Will The all-new ELANTRA Be Available?

The all-new ELANTRA launched in **Korea** as AVANTE **in August 2026**, and will launch as ELANTRA in global markets, including **North America**, **in early 2027**.

[Explore the all-new ELANTRA in Detail]

- Watch the official launch film on Hyundai Worldwide's **YouTube channel.**
- Discover key highlights about the all-new ELANTRA. **[Link]**

[The all-new ELANTRA Specifications]

[13] FCA2 excluding only in NA market.
[14] Excluding in NA market.
[15] Only available in Korea and on HEV trim in Australia and other global market (market-specific details to be confirmed)
[16] Only Available in Australia and global markets, excluding Korea and North America (market-specific details to be confirmed)

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Category	Feature	Details / Capabilities	
External Dimensions	Length	4,795 mm (+85 mm vs. previous model)[17]	
	Width	1,855 mm (+30 mm vs. previous model)	
	Height	1,425 mm (+10 mm vs. previous model) / 1,430 mm (HEV)	
	Wheelbase	2,750 mm (+30 mm vs. previous model)	
	Aerodynamics	0.26 Coefficient of Drag (Cd)	
	Ground Clearance	140 mm (+5 mm in North American model) / 145 mm (HEV)	
	Cargo (VDA)	479 cubic liters (ICE)[18]/ 467 cubic liters (HEV)	
	Interior Space	**Rear Legroom:** 993 mm (+29 mm vs. previous model)	
		Shoulder room: +22 mm	
		Headroom: 958 mm (+18 mm) / 953 mm (HEV)	
Powertrain & Performance	Engine	**2.0L ICE**	**1.6L HEV**
	Output	149 PS (+26 PS vs. previous 1.6L model)	157 PS (system combined)
	Transmission	COGF1 IVT	D6KF1-2 6-speed dual-clutch
	Fuel Efficiency	35 mpg[19] (14.3 km/L in Korea) (16-inch wheels)	Currently under EPA certification process
	Advanced Hybrid Systems	-	Smart Regeneration System 3.0 / Stay Mode
Safety & Driver Assistance	SmartSense ADAS	Forward Collision-Avoidance Assist 2 (FCA 2)[20],Lane Keeping Assist (LKA), Blind-Spot Collision-Avoidance Assist (BCA), Safe Exit Warning (SEW), Intelligent Speed Limit Assist (ISLA), Driver Attention Warning (DAW), In-Cabin Monitoring Unit (ICMU)[21], Driver State Monitoring (DSM) — ICMU function, Occupant State Monitoring (OSM) — ICMU function, Rear Occupant Alert, Seat belt monitoring, Camera-based occupant detection, Blind-Spot Monitor (BVM)[22], High Beam Assist (HBA), Lane	

[17] 4,765 mm outside NA market.
[18] 396 liters based on SAE measurement.
[19] EPA-certified in NA market.
[20] FCA2 excluding only in NA market.
[21] Only Available in Australia and global markets, excluding Korea and North America (market-specific details to be confirmed)
[22] Excluding only in NA market.

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		Following Assist 2 (LFA2), Steering Wheel Grip Detection (HOD), Memory Reversing Assist (MRA)[23]
	Parking Tech	Remote Smart Parking Assist (RSPA)[24], Parking Collision-Avoidance Assist (PCA-F/R)[25], Parking Distance Warning (PDW-F/S/R)[26], Surround View Monitor (SVM)[27], Rear Monitor (RVM), Rear Cross-Traffic Collision-Avoidance Assist (RCCA)
	Brakes	Anti-lock braking system (ABS) with 4-wheel disc brakes
	Electronic Stability Control	ESC with traction control (TCS) and brake assist
Interior & Convenience	Display Layout	12.9-inch full HD standard display (Connect-L)[28]
	Charging	100W capable USB-C ports[29], Dual 15W wireless charging pads[30], Digital Key 2.0 Premium, Hyundai Pay®.
	Audio	Audio by Bang & Olufsen sound system
	Unique Tech	**Pleos Connect** infotainment system, **Pleos App Market**
	Connectivity	Wireless Apple CarPlay® and Android Auto™, Wi-Fi hotspot with Alexa Built-in, over-the-air (OTA) update capability.
	Interior Colors & Materials	**Colors:** Black/Black, Black/Dove Gray, Black/ Cognac, Burgundy/Rose Ivory[31], Black/Chalk Beige[32], Chalk Beige[33]. **Materials:** Cloth, leatherette, leather[34]
Exterior & Chassis	Wheels	Up to 18-inch alloy wheels
	Lighting	**H-Edge LED** tail lamps, vertical secondary brake light
	Exterior Colors	Atlas White Solid, Serenity White Pearl, Ecotronic Gray Pearl, Abyss Black Pearl, Quantum Silver Pearl, Goyo Copper Pearl, Volcanic Red Pearl, and

[23] Only available in Korea and on HEV trim in Australia and other global market (market-specific details to be confirmed)
[24] Only available in Korea and on HEV trim in Australia and other global market (market-specific details to be confirmed)
[25] Only available in Korea and Australia.
[26] PDW S not available in North America.
[27] Excluding only in NA market.
[28] 14.6-inch display (Connect-S) available in selected markets, including Korea and on top HEV trim only (Canada-exclusive in North America).
[29] Only available in Korea and US market, excluding Canada and global market
[30] Single wireless charging pad (standard) / Dual wireless charging pad (optional)
[31] Available in Korea and global markets, excluding North America (market-specific details to be confirmed)
[32] Available in Korea and global markets, excluding North America (market-specific details to be confirmed)
[33] Available in Korea and global markets, excluding North America (market-specific details to be confirmed)
[34] Available in Korea and global markets, excluding North America (market-specific details to be confirmed)

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		new colors: **Kodiak Blue Pearl**[35], **Kodiak Blue Matte**[36], **Raptor Gray Matte**[37], and **Graphene Green Pearl**, the global hero color.

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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

Follow our Hyundai Global Newsroom Instagram channel @hyundai media hub

[35] In the NA and global market only (market-specific details to be confirmed)
[36] Available in Korean and global market, excluding North American
[37] Available in Korea and global markets, excluding North America (market-specific details to be confirmed)

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