Veloster

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Hyundai has revealed the Veloster three-door coupe for the first time on the global stage. The exciting newcomer made its world premiere at the 2011 North American International Auto Show today during Hyundai's press conference.

Taking inspiration from the concept car revealed at the 2007 Seoul Motor Show, the production model unveiled today captures the spirit of the original concept at the same time as representing Hyundai's new thinking in 2011.

The Veloster differentiates itself from traditional coupes through its unique three-door configuration, which includes a rear door on the passenger side for added practicality and useability, giving safe and easy access to the spacious interior. A hidden exterior door handle ensures the attractive coupe design is maintained.

The car's dynamic profile has been inspired by Hyundai's 'fluidic sculpture' form language. Distinctive black A-pillars give the glasshouse a striking appearance, set above unique character lines in the bodywork. Hyundai's signature hexagonal front grille, bonnet scoop details, athletic wheel arches and wraparound headlights provide the Veloster with an assertive form at the front and side. At the rear a distinctive glass hatch and centre-mounted exhaust complete the sporty look.

The Veloster will be available with Hyundai's latest powertrain technology, including the company's first six-speed double-clutch transmission. Equipped with Hyundai's new, efficient 1,6-litre four-cylinder GDI petrol engine, the Veloster will be a coupe without compromise, offering driving enjoyment combined with high fuel economy and low CO2 emissions.

“The new Veloster goes a long way to solving the inherent compromise of traditional coupe design, which sacrifices comfort and convenience for style,” commented Allan Rushforth, Senior Vice President and COO of Hyundai Motor Europe. “This exciting car offers progressive buyers a sleek and distinctive design in an innovative three-door coupe form that provides practicality as well as driving pleasure.

“The Veloster embodies the evolution of the Hyundai brand in Europe: it’s our latest model to offer great looks in a thoughtfully-conceived package, and still has the well-established Hyundai characteristics of quality, safety and efficiency. We expect it to attract new customers to the brand when it reaches the European market later this year,” Rushforth concluded.

In Europe the Veloster will benefit from Hyundai’s industry-leading Five Year Triple Care package that includes a five-year unlimited-mileage warranty, five years’ roadside assistance and five years of vehicle health checks.