

A Pathway to Universal Mobility

Powering human-centered cities through multi-modal, e-mobility innovation

Interested in partnering with Hyundai UAM?

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Hyundai has been at the forefront of innovation and plans to continue this legacy as a global leader in Air Mobility.

1940s-1960s:

Transportation infrastructure



1947:
Hyundai Engineering and Construction is founded



1965:
Hyundai expands overseas to develop highways

1960s-2010s:

Vehicle reliability and affordability



1968:
Hyundai becomes a motor vehicle company



1976:
Hyundai releases South Korea's first mass-produced car



1999:
Hyundai releases the industry's best automotive warranty

2010s-present:

Advanced ground and air mobility



2018:
Hyundai successfully tests **autonomous vehicle** capabilities



2019:
Hyundai invests in **alternative energy**, releasing the longest-range fuel cell vehicle



2020:
Hyundai unveils its SA-1 **UAM concept vehicle** at CES

**Hyundai is making a long-term commitment
to develop the UAM space.**



**We want to build
human-centered
cities**



**that leverage
innovative mobility
solutions and
technology
advancements**



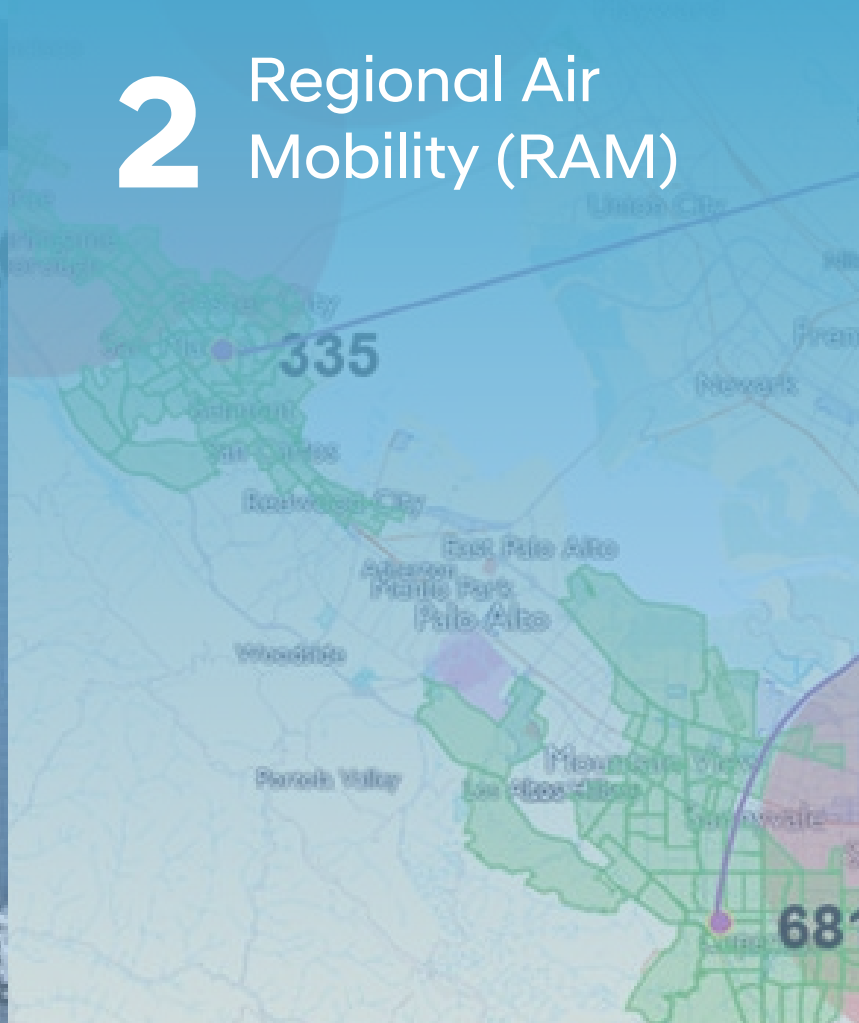
**to deliver affordable
and universal
mobility services**

Hyundai sees 3 future aviation mobility markets:

1 Urban Air Mobility (UAM)

2 Regional Air Mobility (RAM)

3 Medium Cargo



But currently, the average transportation user is likely to be unaware or uncertain of UAM.

Who is the user?

Urban and suburban

Located in **multi-nodal** metropolitan areas beyond the year 2028

Demand **reliable, efficient, multi-modal** transportation

Constrained by **congestion** and **rising cost of living**

What is their perception?

Largely unaware of UAM

Likely have **never been inside a small aircraft**

Frustrated with their **limited transportation options**

Open to **mobility innovations**

What does it mean for OEMs?

People can't support what they don't understand. **We need to tell them.**

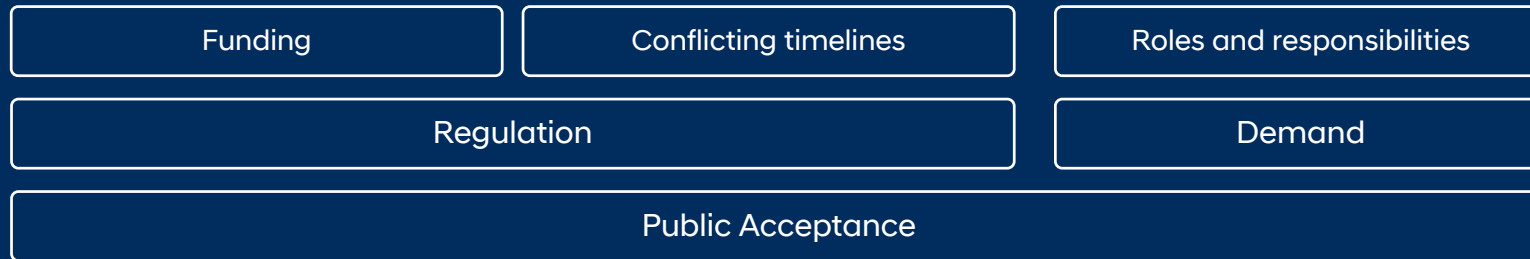
People can't understand what isn't tangible. **We need to show them.**

There's significant demand for **reliable/efficient transportation.**

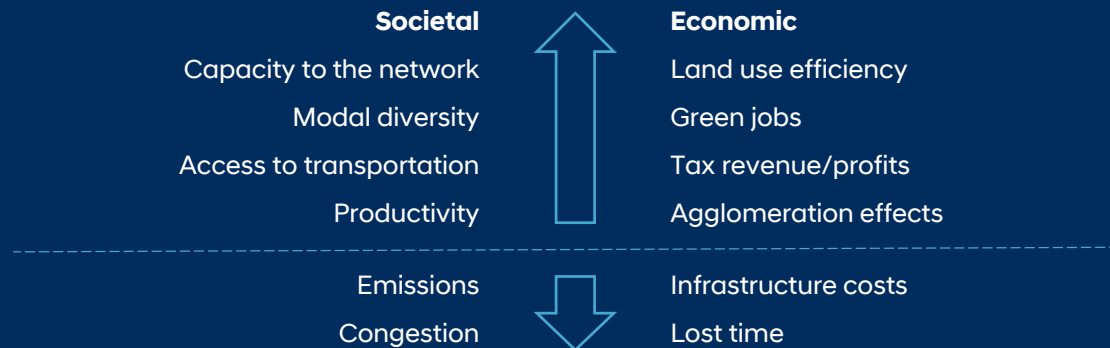
FOR UAM: We need to develop public acceptance by delivering value at affordable prices.

Our objectives focus on addressing the key challenges that confront the UAM market.

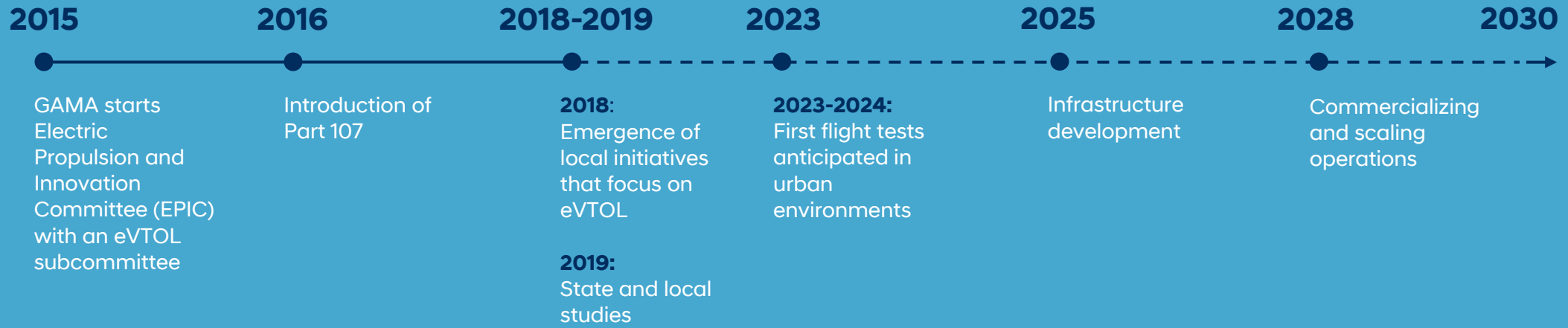
What do they worry about?



What to they have to gain?



Where's the gap?



Despite progress in the industry, we all need:

- A clear pathway for infrastructure development
- Public awareness and acceptance
- Clarity on multi-jurisdictional governance and coordination
- A roadmap for multimodal integration



Infrastructure



Public Acceptance



Industrial Base



Operations

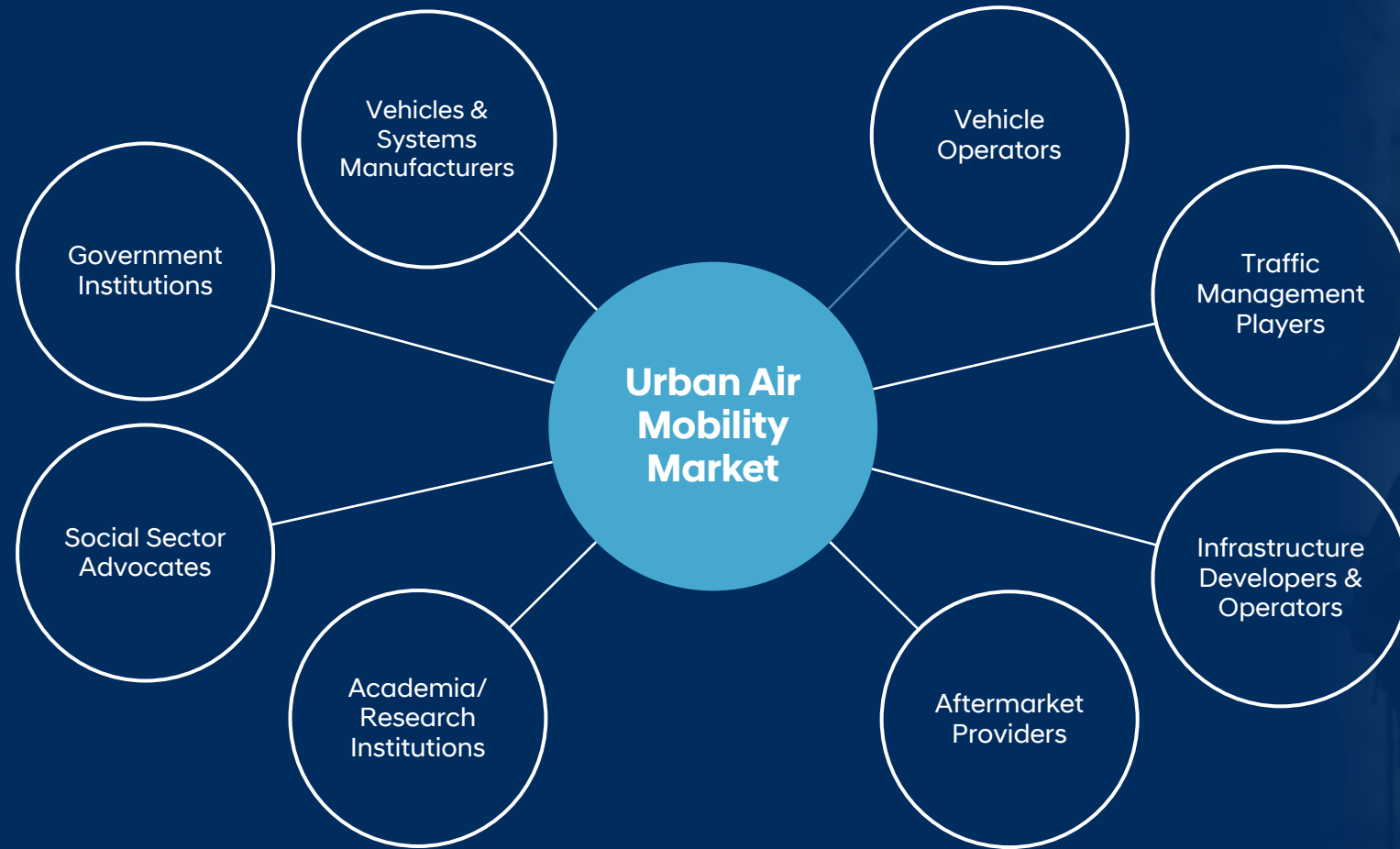


Vehicles

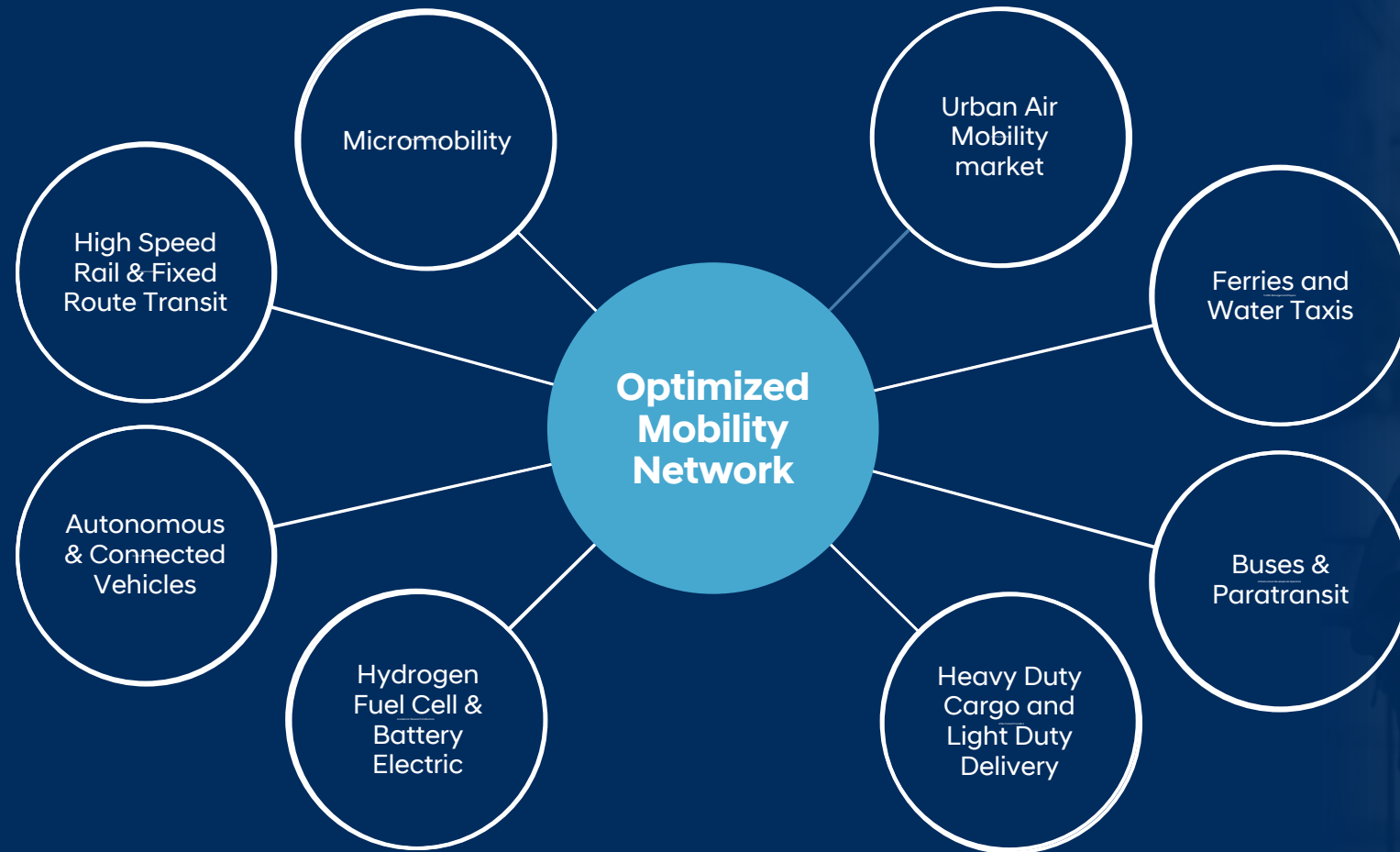


Airspace

It will take a village to enable this competitive market.



But those efforts must extend beyond the UAM market for UAM to be successful.



We will do by this forging deep partnerships across the mobility ecosystem to address the key barriers to UAM system development.

Our Mission:

to empower cities and states by enabling the human-centered mobility market, including AAM.

Our Method:



Drive collaboration



Capture transportation's true benefits



Be both economically and environmentally sustainable

Align UAM industry around common vision and needs for the UAM market

Identify areas of common concern to the industry

Develop industry standards and requirements

Drive public awareness and understand acceptance of UAM technologies

Provide structures and support for incubating key market enablers

Build a policy and regulatory framework for UAM that recognizes roles and responsibilities



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