



HYUNDAI
TRANSYS
x LINEAPELLE

FUTURE MOBILITY SEAT DESIGN CONCEPT

**Shift to Regenerative
Mobility**

Summary

who

Hyundai Transys, the global auto parts manufacturer and Hyundai Motor Group affiliate, and Lineapelle, the biggest international leather trade show

what

Debut of an innovative future mobility color-material-finish (CMF) concept seat model, using sustainable leather and other regenerative materials from waste, made in partnership with Lineapelle and others

where

Lineapelle International Leather Fair in Milano, Italy

when

Feb. 22-24, 2022

why

Hyundai Transys is minimizing its environmental impact by reducing its waste, transitioning to reusable energy and developing eco-friendly products based on its vision, 'Transformation to Sustainable Mobility' (see p. 5). The company also has been working to revolutionize interior space and seat design for future mobility solutions, such as autonomous driving and electric vehicles that offer new opportunities for innovation.

how

Hyundai Transys and Lineapelle worked with Korean and Italian partners (see p. 6) to produce the CMF concept seat model using a highly sustainable production process and regenerated leather developed in Korea and Italy.



Future Mobility Seat Concept

Hyundai Transys' mobility seat concept sets a meaningful milestone for the future direction of sustainable regenerative materials.

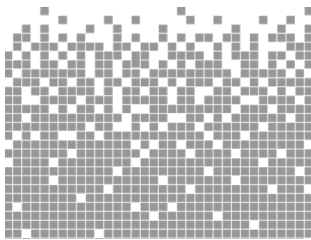
The 'Seoul to Milan' design concept links the cities of its partners through the hues 'Seoul Grey' and 'Milano Brown', as well as the pixelated pattern evoking Seoul's city lights and striped pattern inspired by Milan's gothic Duomo cathedral.

Italian partners Dani S.P.A. and Manifattura di Domodossola developed sustainable leather — tanned for the seat sections and woven for the seat back bolsters. Dyloan made customized accessories, such as travel bags and slippers.

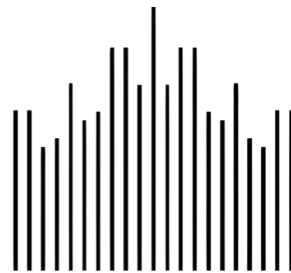
Korean partners ATKO Planning and Dual made the main fabric from leather waste that was ground to powder and regenerated into yarn, then combined with yarn made from recycled PET bottles to create a unique regenerated fabric for the floor.

Hyundai Transys used upcycled felt fabric and 3D printing to structure the headrest out of regenerated aluminum powder. The seat frame model itself is also upcycled.

TECHNICAL
TEXTURE:
PIXELS



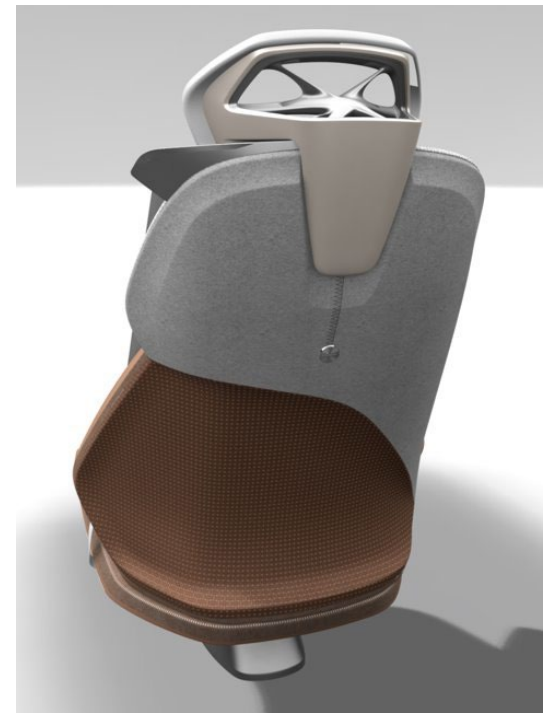
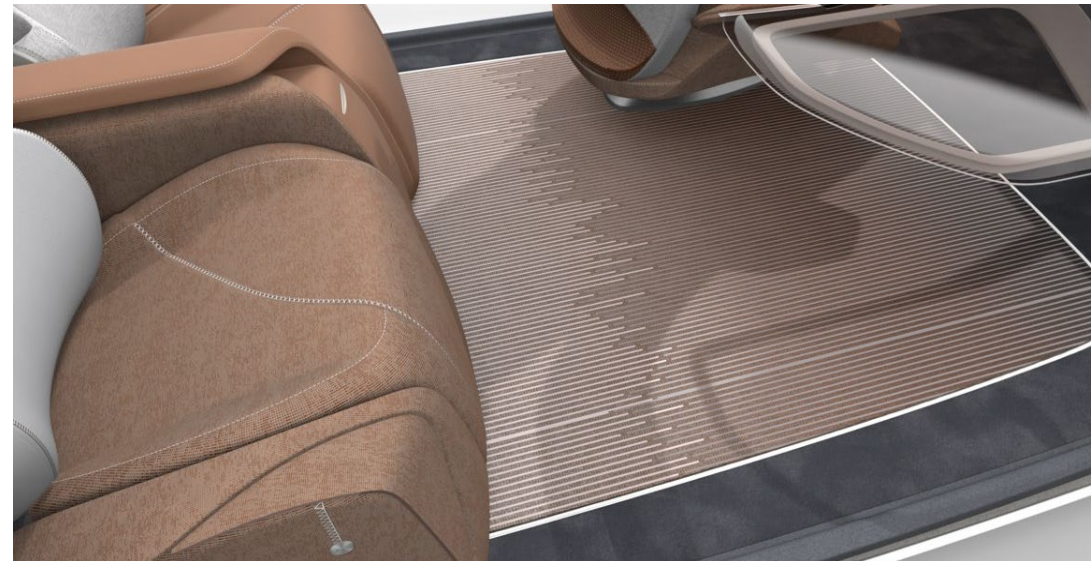
CLASSIC TEXTURE:
STRIPES &
CROSSES



TIMELESS COLOR:
SEOUL
GREY



TIMELESS COLOR:
MILAN
BROWN



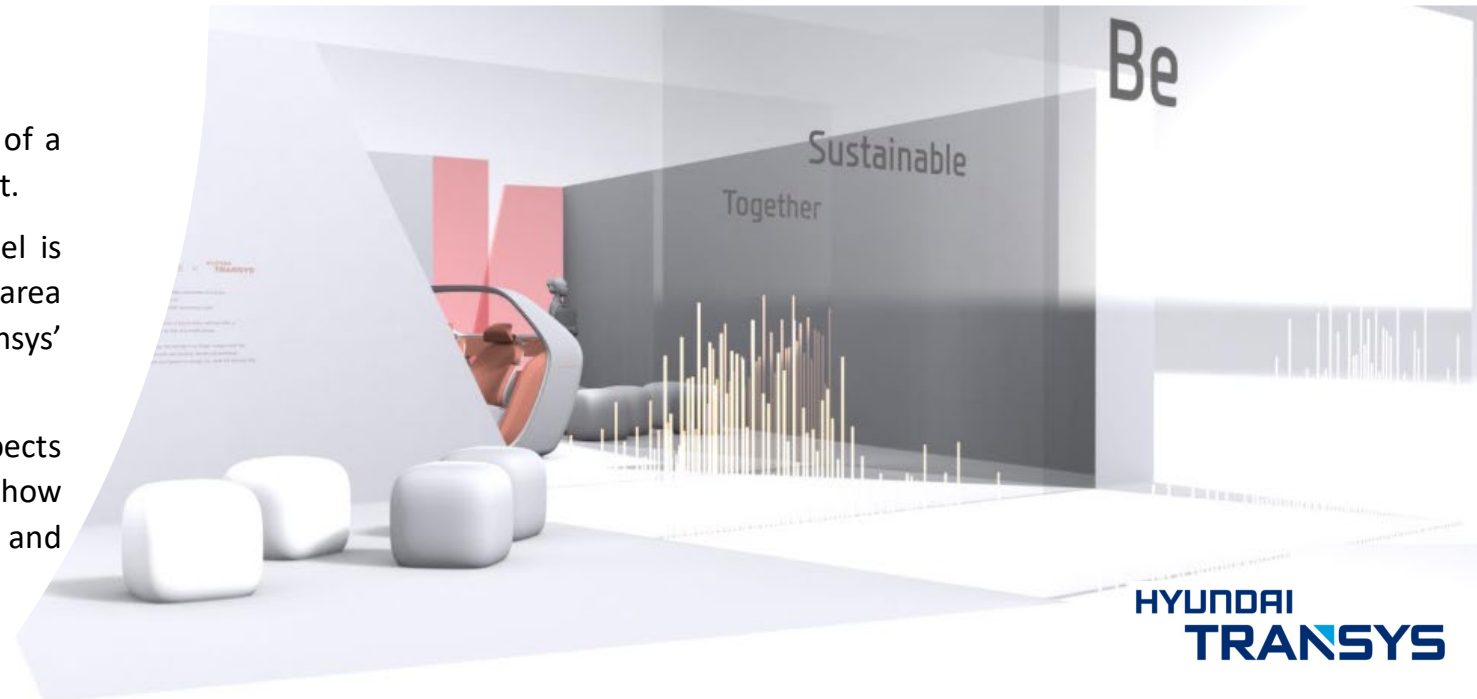
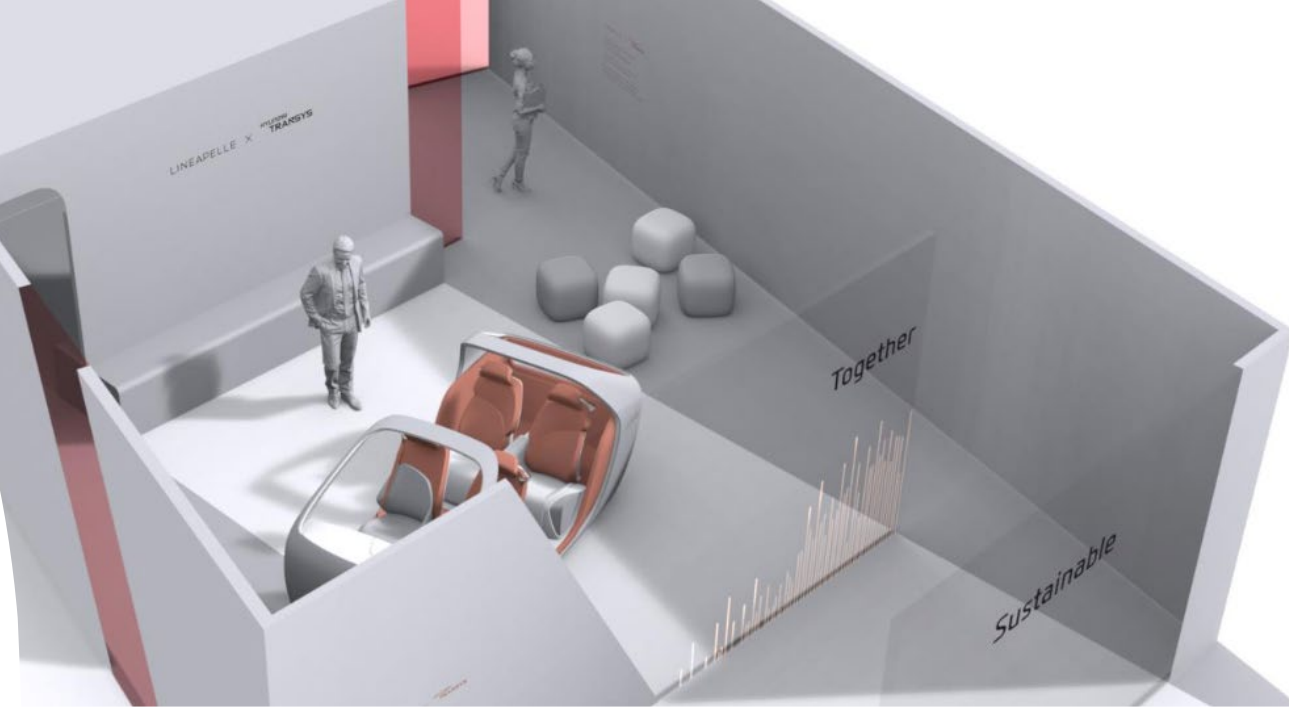
Exhibition Stand Design



Hyundai Transys' booth at Lineapelle shows the company's vision of a sustainable future and its work with innovative partners to achieve it.

The future mobility color-material-finish (CMF) concept seat model is located at the center of the stand, which also features a screening area showing a video about the production process and Hyundai Transys' mobility vision.

The stand provides an immersive space for experiencing various aspects of the future mobility seat design — from a storyboard showing how the project started to the display of the sustainable materials used and a seating area with stools covered in sustainable leather.



About Hyundai Transys

Formed in 2019 from the merger of Hyundai Dymos and Hyundai Powertech, Hyundai Transys is an innovative technology company specializing in automotive seating and powertrains that aims to be a key supplier in the new mobility industry. The company has 30 sites across 10 countries, with over 9,100 employees worldwide. In 2021, Hyundai Transys ranked 34th by Automotive News magazine among global auto parts manufacturers based on sales revenue.

<https://www.hyundai-transys.com/en/main.do>

Seat Business

Hyundai Transys aims to satisfy the customer's emotional needs from the closest point by utilizing ergonomics and eco-friendly materials. We develop and produce the finest seats for the Genesis series, K9, Grandeur (Azera) and Sonata. Once the era of autonomous driving arrives, the space inside the car will become even more important as it becomes a moving living space. To this end, we are investing heavily in the development of new automotive seat solutions, led by Dongtan Seat R&D Center, and are conducting research to make future mobile spaces more comfortable and aesthetically pleasing.

Sustainability Strategy

Hyundai Transys has established a vision for sustainable management strategies in 2021 and has set three directions and core tasks to achieve sustainable development goals (SDGs). Through this, we plan to promote active activities not only to improve corporate but also global sustainability. We would like to transparently share the process and achievements for achieving core tasks with stakeholders through external disclosure data such as sustainability management reports and promote tasks through systematic processes.

In order to fulfill environmental and social responsibilities in conducting business activities, HYUNDAI TRANSYS established an ESG vision of **"The transition to sustainable mobility"**. The company is promoting by setting up three goals and nine core tasks in each area of environment, society, and governance.

<https://www.hyundai-transys.com/resources/upload/web/esg/report/700698983.pdf>

Vision

Transition to Sustainable Mobility

3 directions

Core tasks



Project Partners

LINEAPELLE

LINEAPELLE is the leading world trade fair focusing on leather, with two editions a year, attracting over 1,200 exhibitors from 40 countries and more than 42,000 visitors from 100 countries. Lineapelle is not only a key opportunity for those in the industry to come together to discuss issues relating to production and sales: it is also fundamental from a stylistic point of view, anticipating the creative needs of the market by developing trends that each exhibitor presents in line with their product dimension and clientele. LINEAPELLE MILANO is the centerpiece of a global trade fair network, which includes the preview of LINEAPELLE London and LINEAPELLE New York and a presence at other international trade fair events, through joint activities and workshops.

DANI

Dani S.P.A., based in Arzignano, Italy, specializes in sustainable leather tanning and finishing for a range of applications, including car seat coverings.



Manifattura di Domodossola, based in Villadossola, Italy, specializes in a sustainable leather process applying non-toxic substances and using classic weave construction for long-lasting car seat coverings.



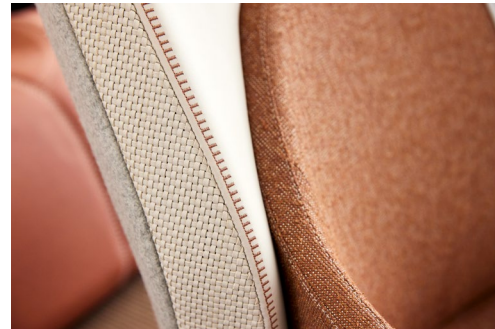
Dyloan, based in Milan, Italy, specializes in an innovative application to regenerate bonding leather scraps and leather yarns into new, sustainable materials and lifestyle goods.



ATKO Planning, based in Gyeonggi-Do, South Korea, is a sustainable leather company, specializing in recycled leathers, textiles and yarns.



DUAL, based in Seoul, South Korea, is an innovative automobile parts supplier, specializing in fabrics, car seats and air bags.



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