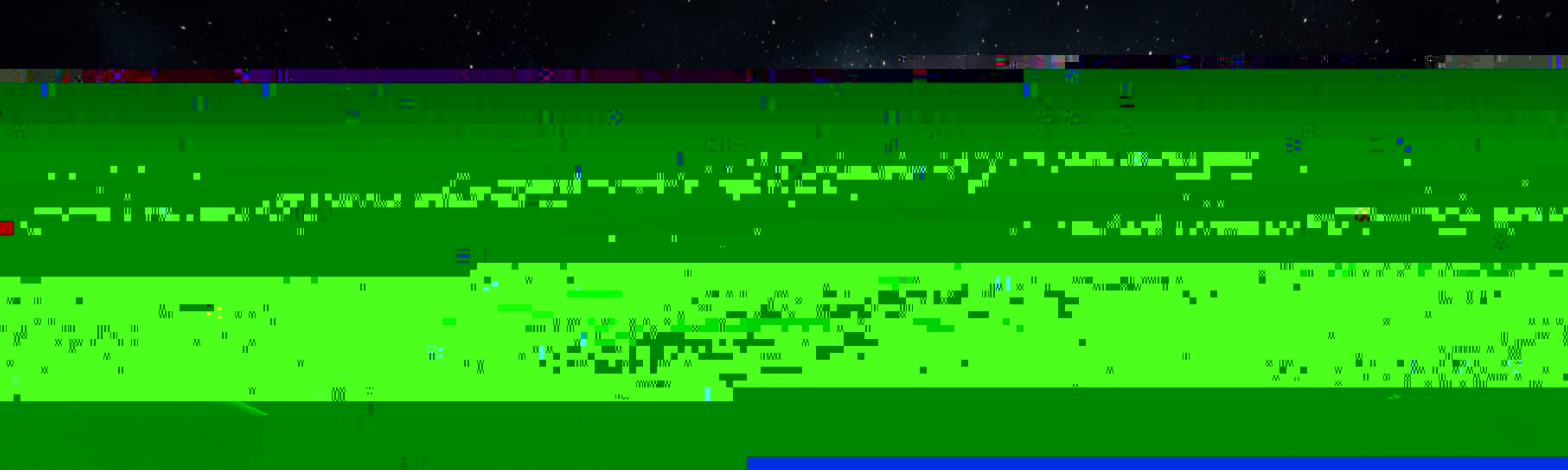


Open your universe



星辰 全新宇宙
磅礴引力, 牵引我们
IONIQ(艾尼氪) 于此新生

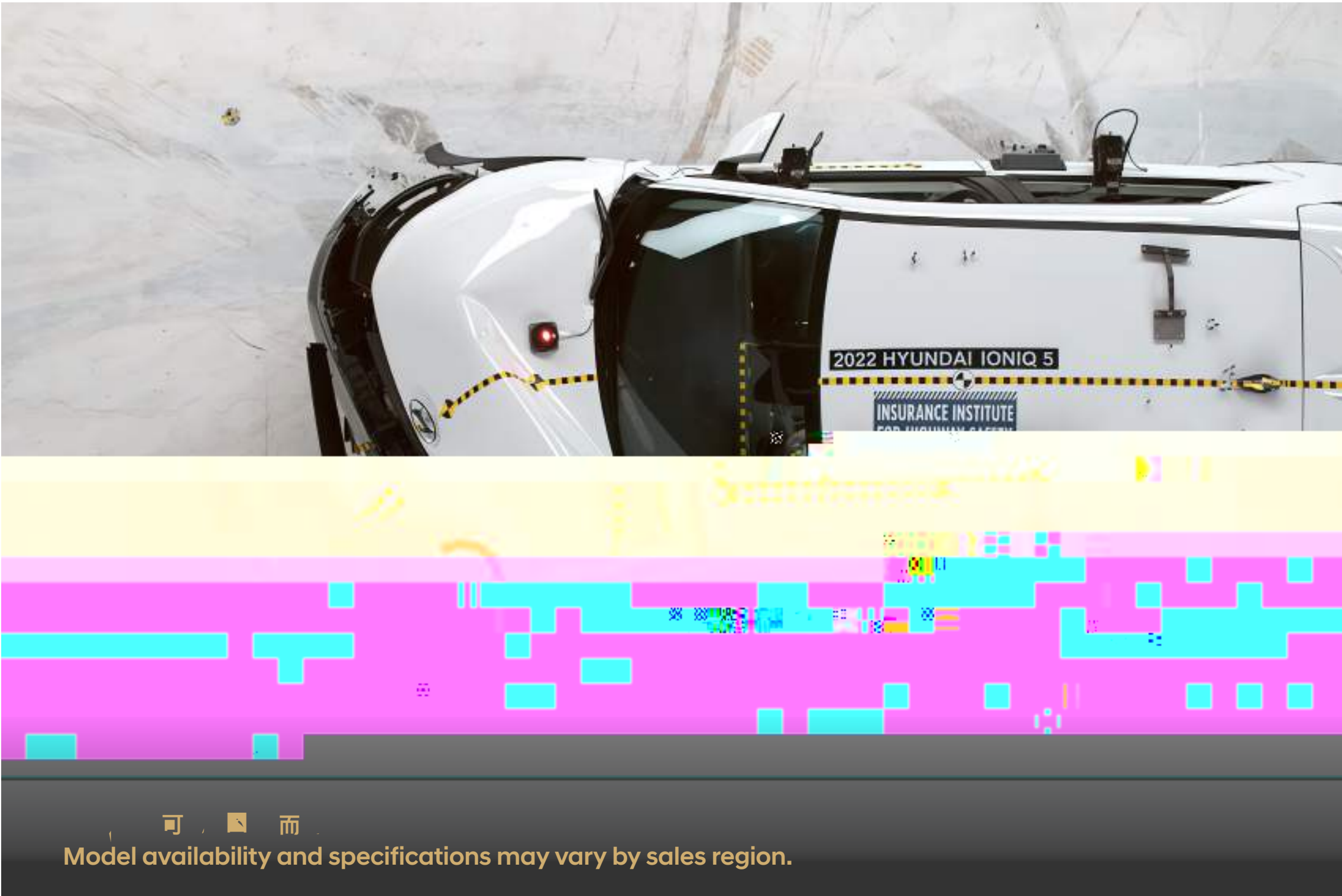
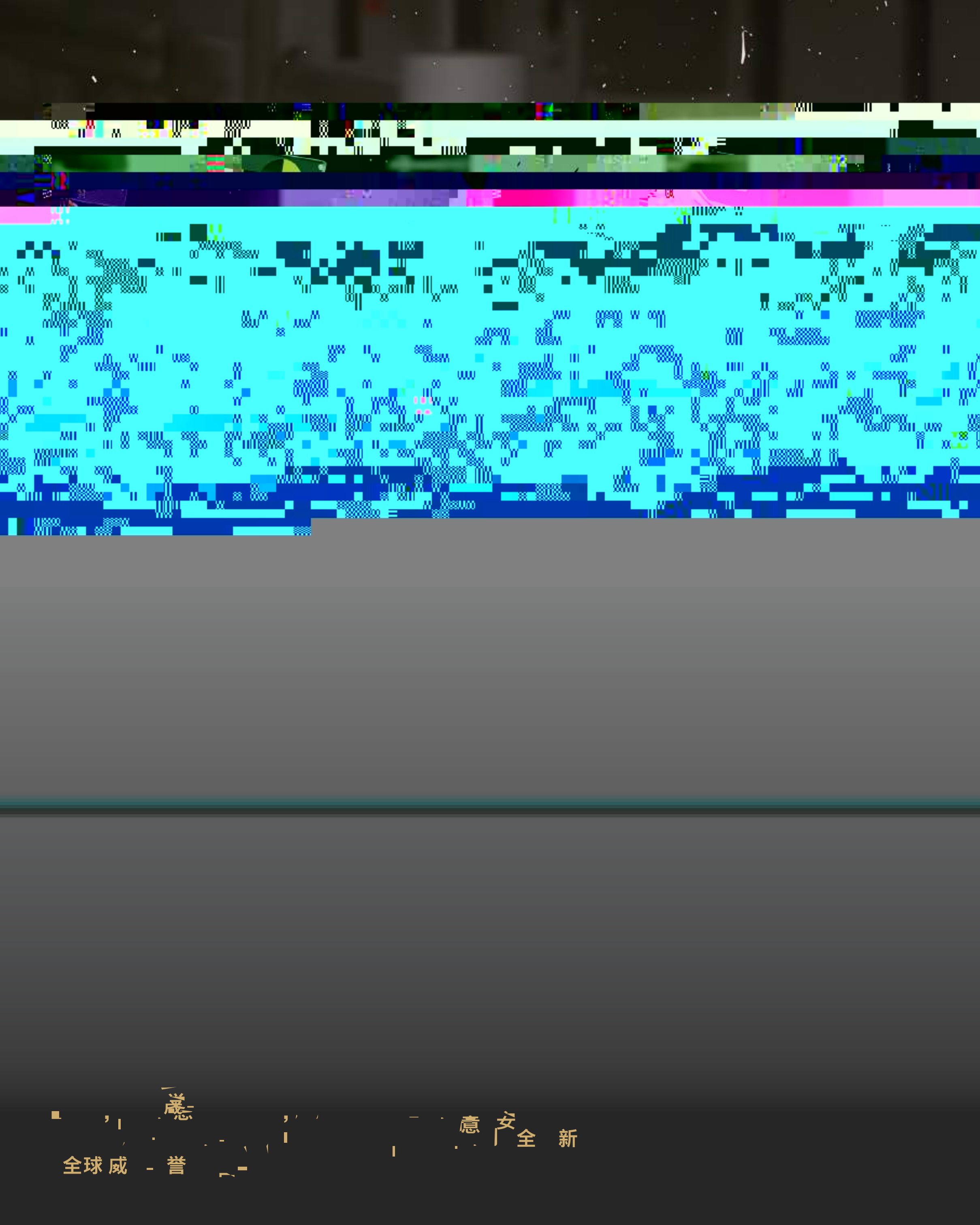
Billions of stars gather, forming a universe like no other.
Its immense gravity drew us—IONIQ—to be here.

IONIQ



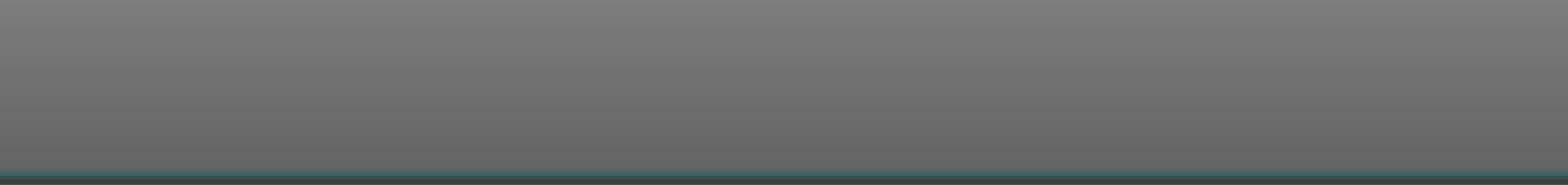
IONIQ(艾尼氪) 早已享誉全球，获“
是独造，焕新生 IONIQ(艾尼氪)
是独造，焕新生 IONIQ(艾尼氪)

The IONIQ brand has long proven its excellence, honored by prestigious global awards including the World Car of the Year. Building on these internationally recognized standards, we devoted years to shaping a new IONIQ exclusively for China. Today, we present the reimagined IONIQ—refined through its distinct aesthetic, localized technologies, and thoughtful strategic partnerships—crafted with intention and care for our customers in China.



Our commitment to China is rooted in a belief we consider fundamental: technology only reaches its true meaning when it serves humanity. This principle is woven into our safety innovations— designed for people first—and affirmed by the highest recognitions from global authorities.

全球威譽
安全新



每一道都开，每一处都可及，
而于此刻，全新而生，
而在此，共享再出发。

And from this human-first philosophy arises a new kind of freedom—one that begins when every road feels open and every destination feels possible.
We promise to remove the boundaries that once constrained the electric journey.
Across China's immense landscapes, we have worked to ensure that distance is no longer a limitation, allowing you to move freely, intuitively, and without compromise.

我们 10 造口， 于此， 于此
于 ，我们 IONIQ(艾尼氪)
——10° 全 生而 宇宙

And at the heart of this philosophy lies a moment of reflection: in the dazzling speed of progress, only one question truly mattered—Who is technology for?

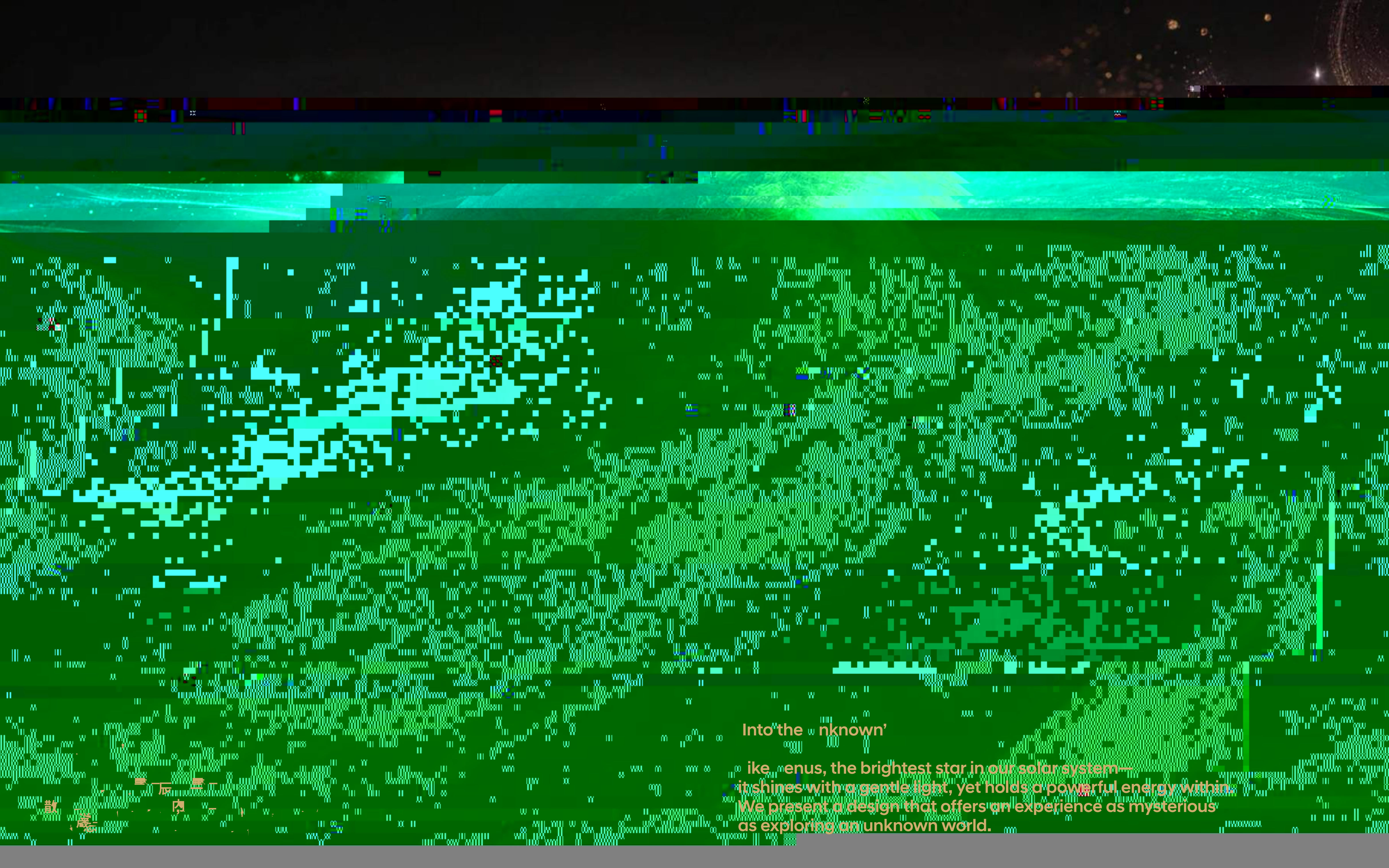
Our answer has always been clear: you.

everything we create begins and ends with that truth.
This is why we present IONIQ as a universe shaped entirely
around your life and oriented toward your future.



Open your universe, IONIQ

VENUS
C o n c e p t

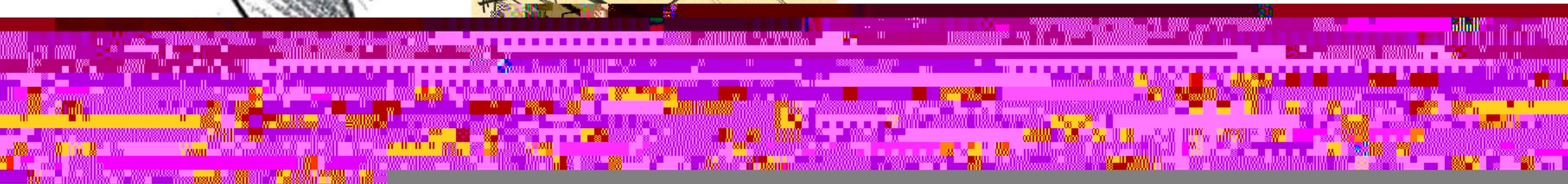
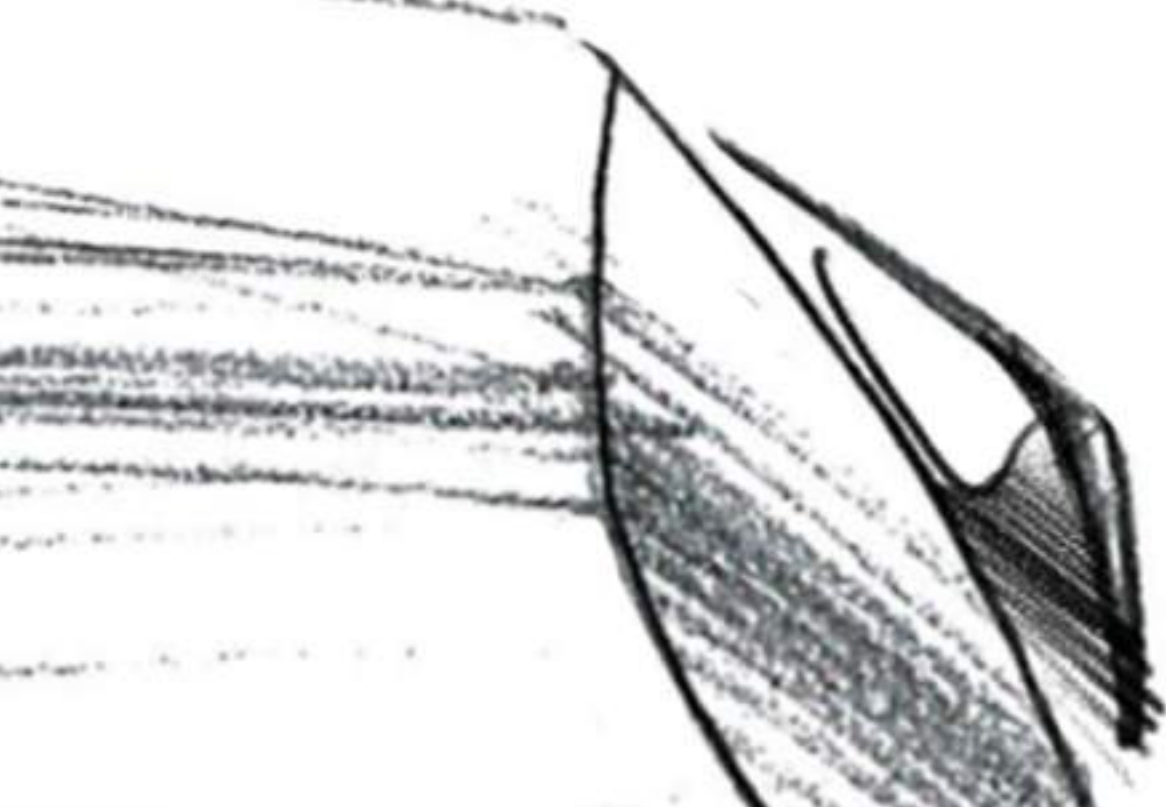


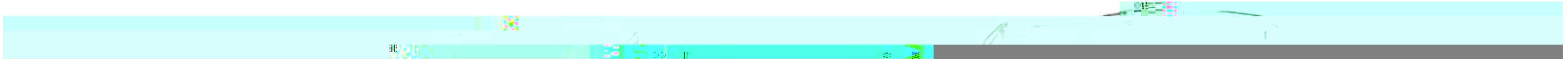
Into the unknown'

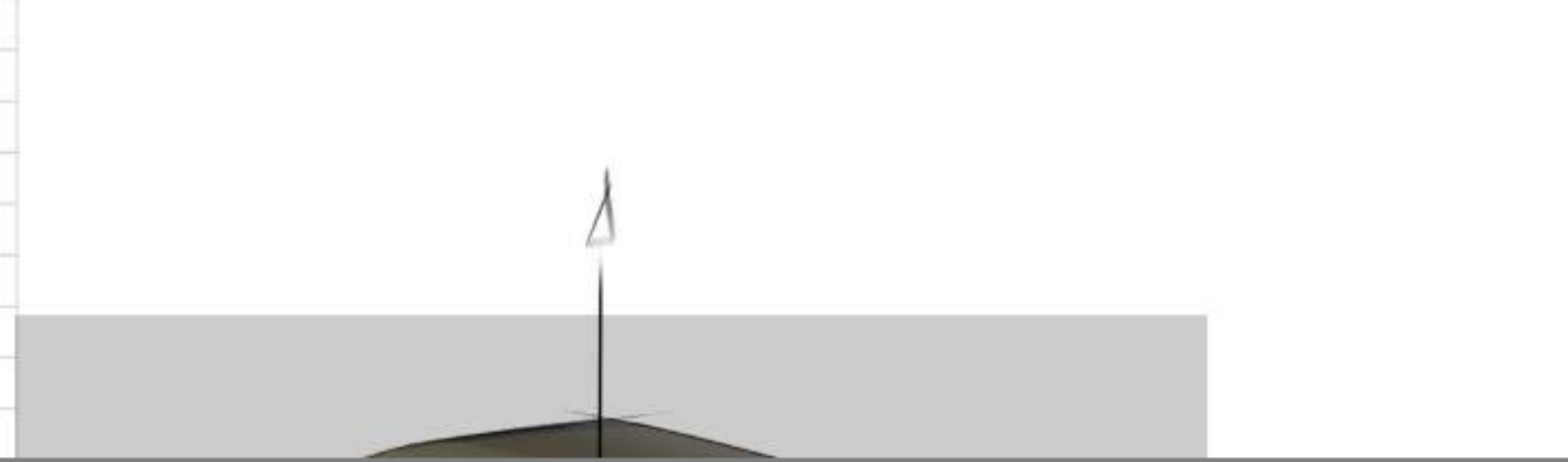
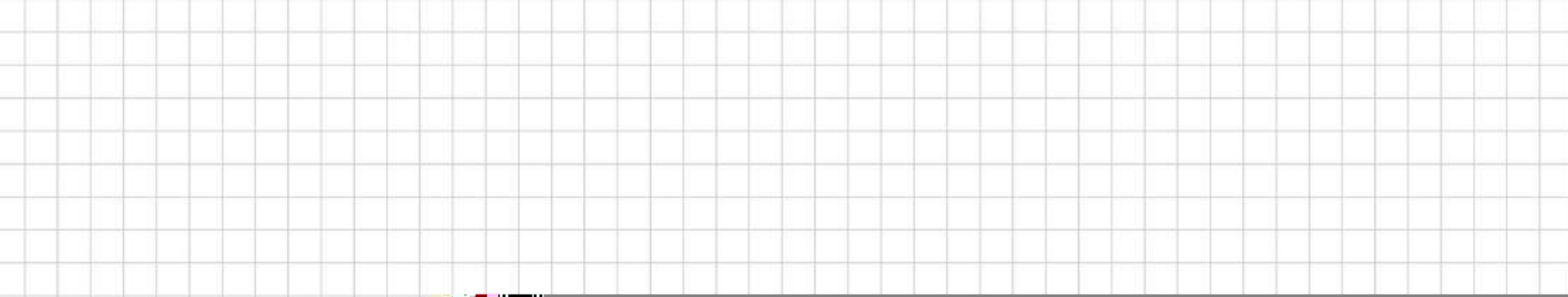
Like Venus, the brightest star in our solar system—
it shines with a gentle light, yet holds a powerful energy within.
We present a design that offers an experience as mysterious
as exploring an unknown world.



enus is the first beam of light at the end of the night, a signal before dawn arrives. This golden hue is derived from the meaning of enus's spirit of breakthrough, exploration, and glory.

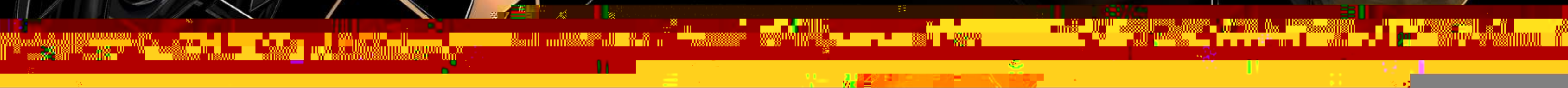




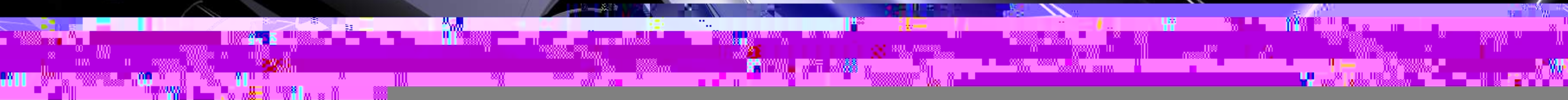
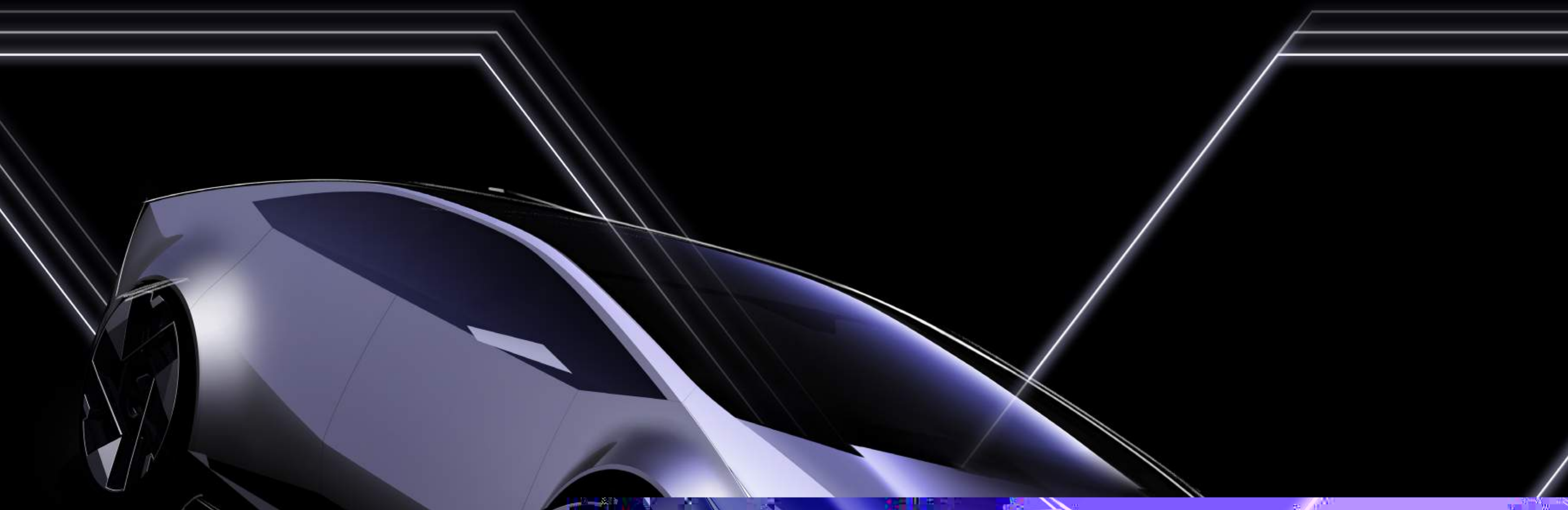




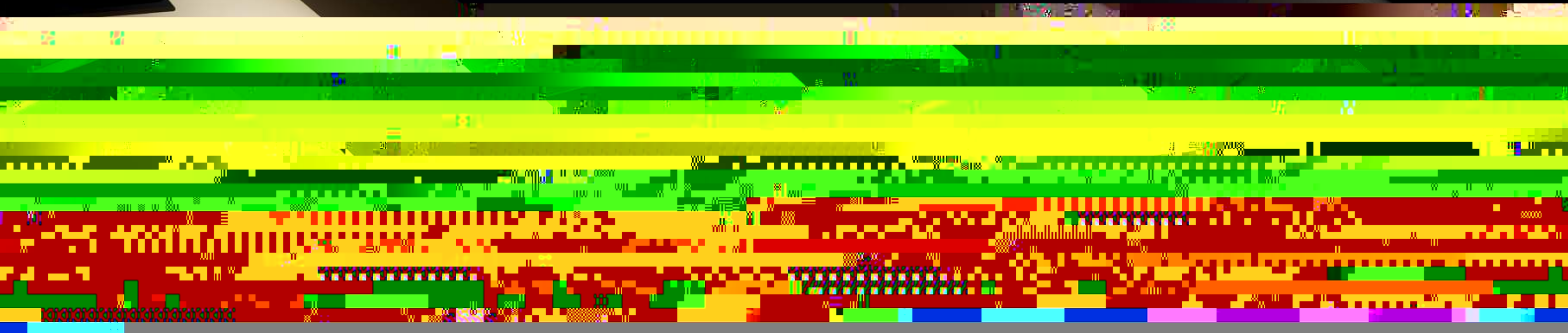
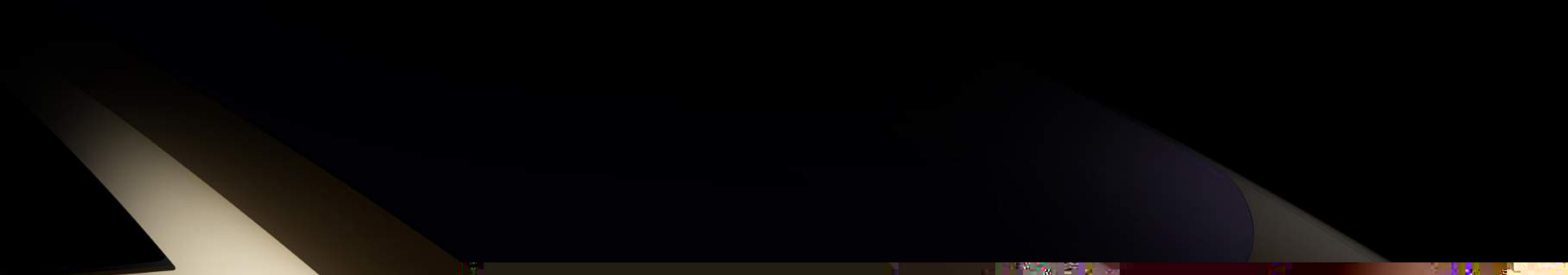
THE DIAGRAMS BELOW
DEFINE THE VIDEO PORTION OF THE RECORDING

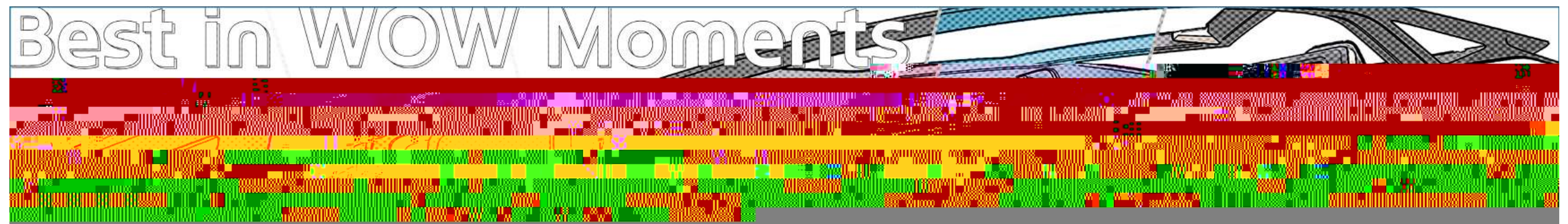














VENUS

C o n c e p t



Ξ EARTH
C o n c e p t



永

球——宇宙已生
于球——生力生
而设计、2

獭“”气

The Miracle of 'ternal 'tality'

arth—the only known haven of life in the cosmos.
rounded in 'arth's miracle-like vitality and biological
balance, this bold and powerful design captures the
essence of air—uni ue to our planet.

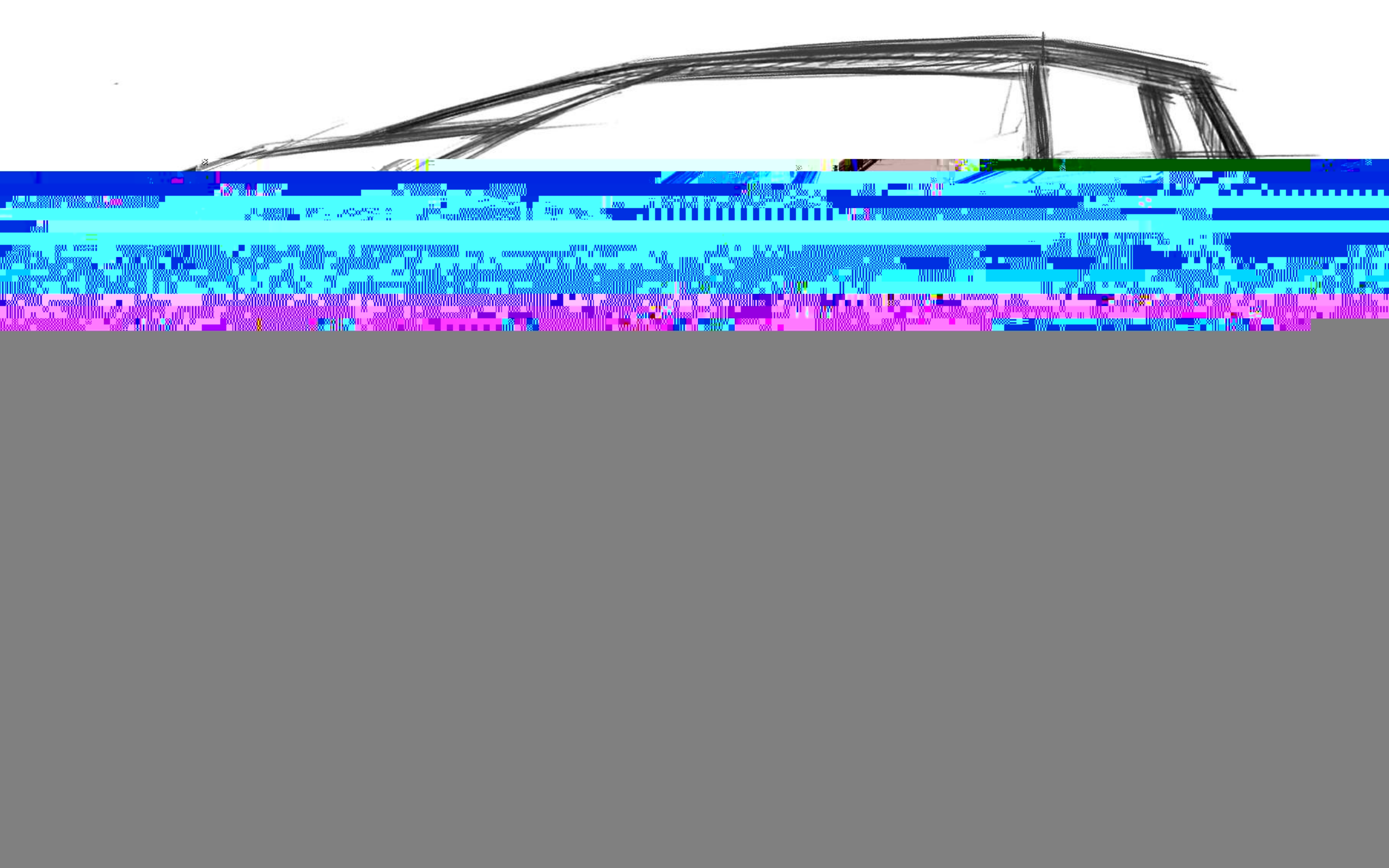


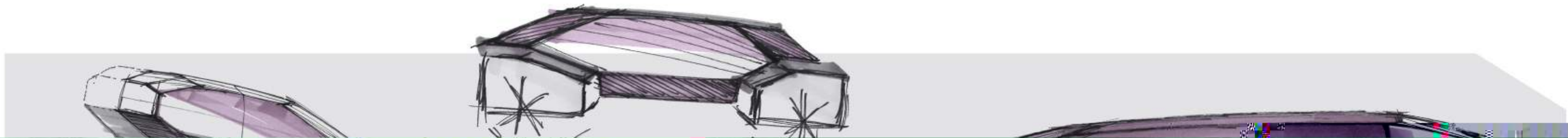
Aurora shield

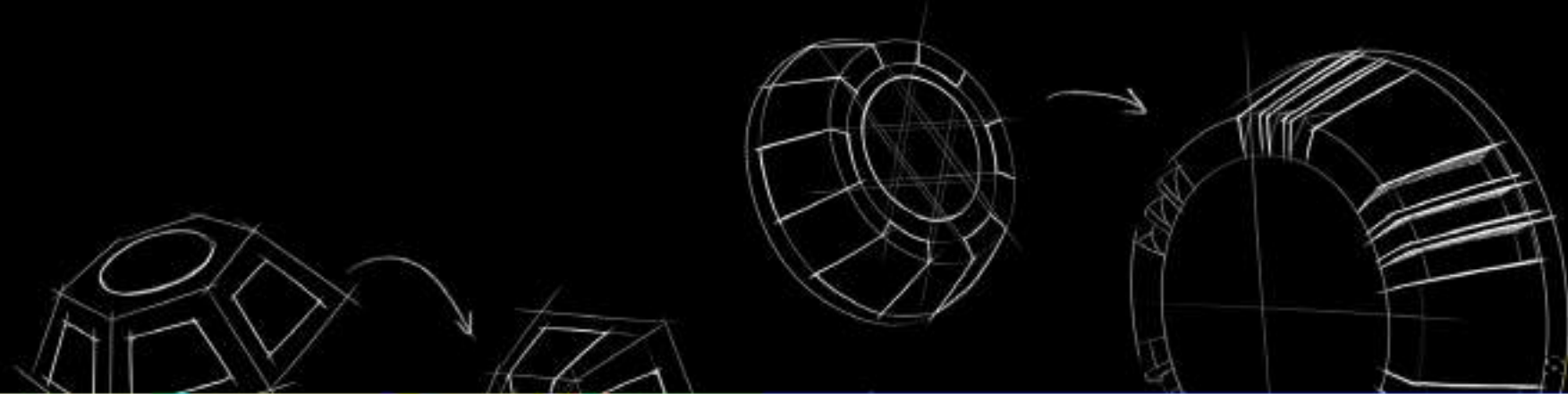
The aurora stands as an icon of sustainability—beauty in harmony. Inspired by earth's aurora, our purple-green iridescent finish turns protection into art, reflecting a calm, constant strength.

— 2 —

— 3 — 可 感 生
| 此 感 永 力, 升





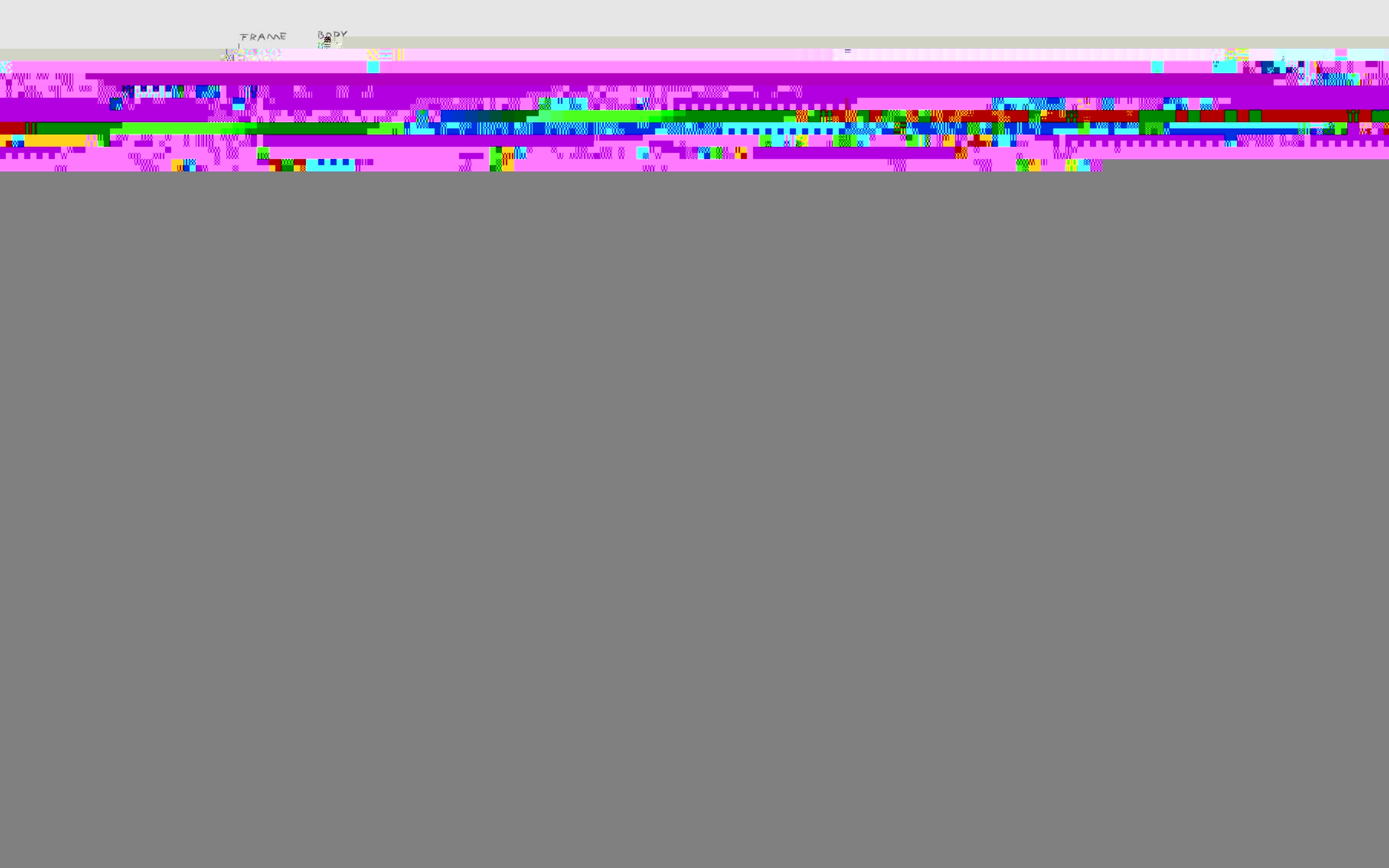


Earth's rotation speed
at 1670 km/h

AT 1670 km/h

Space station

Atmosphere





EARTH

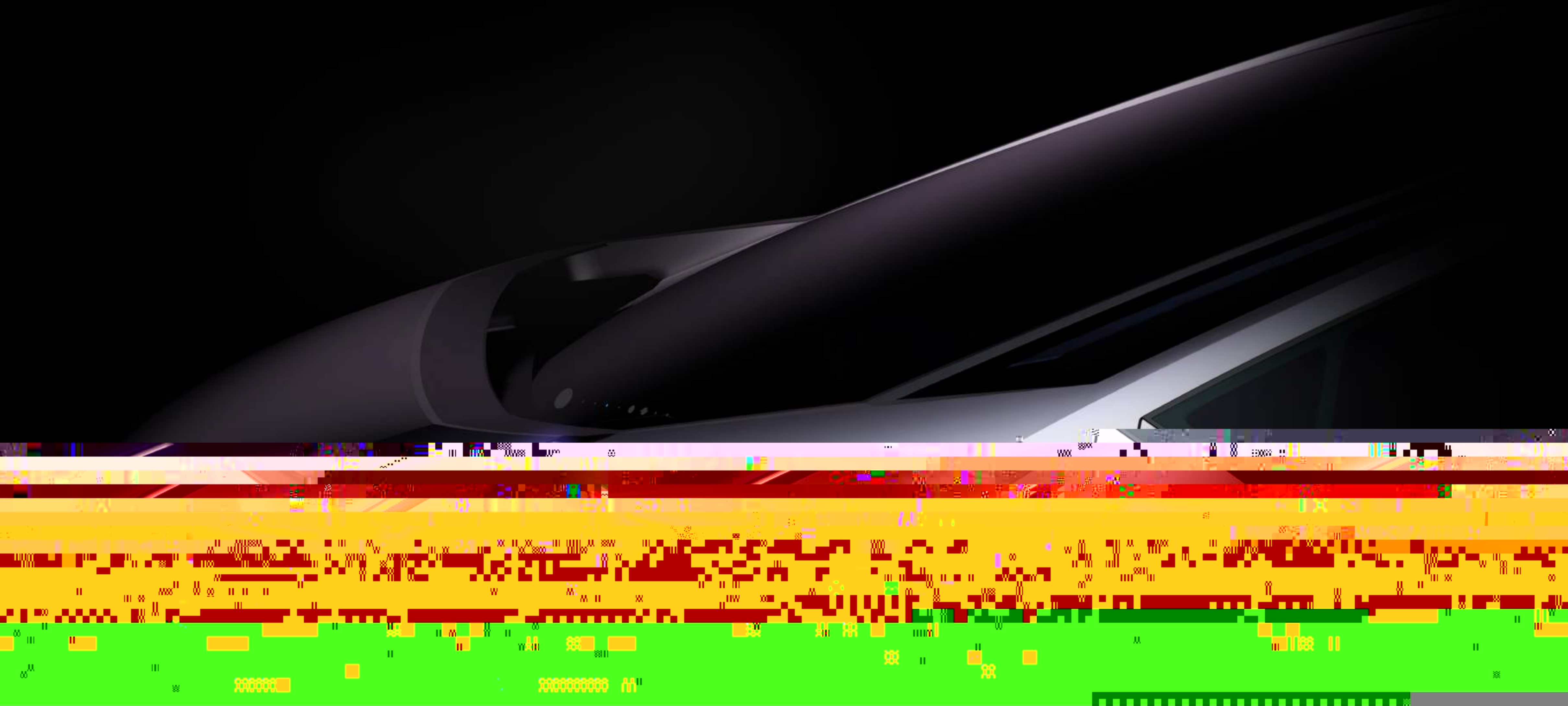
C o n c e p t





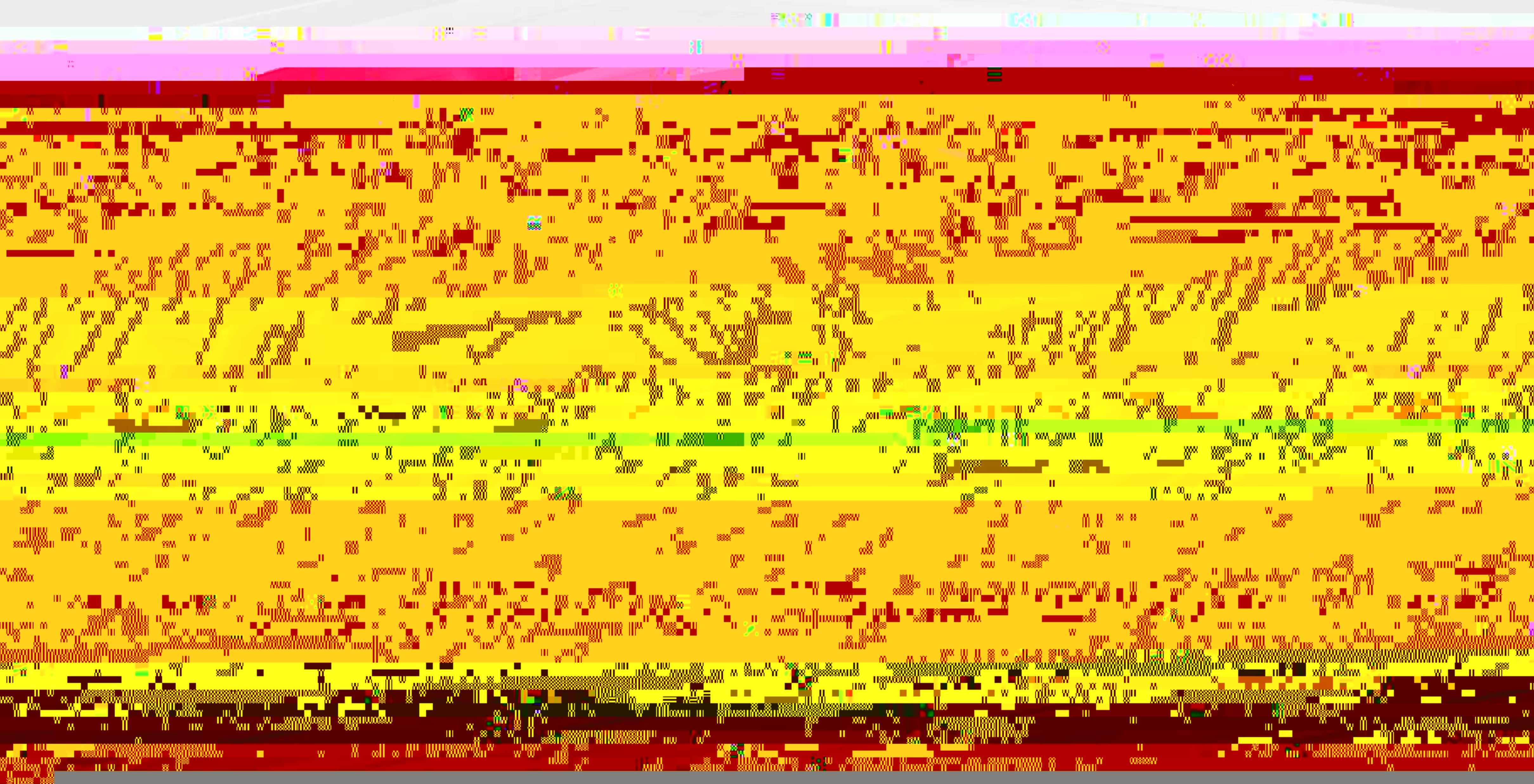


EARTH
C o n c e p t



EARTH

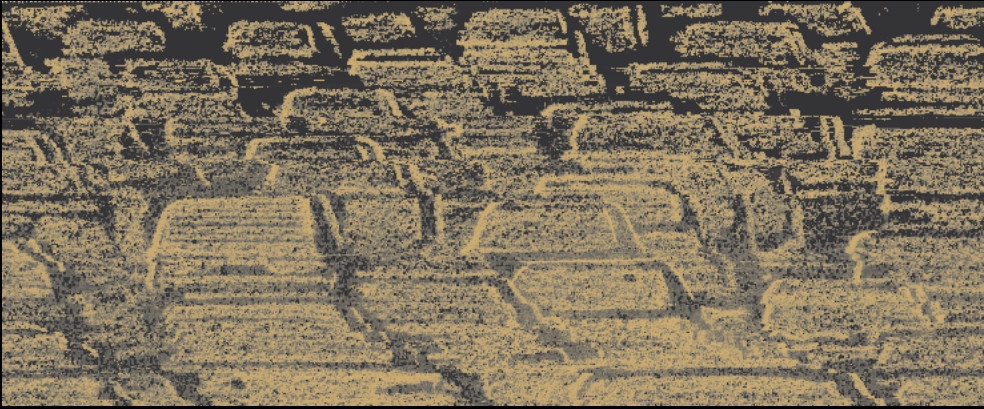




IONIQ Brand Film



cene
After the star-filled universe unfolds, China, seen from a satellite, appears like a starry sky.



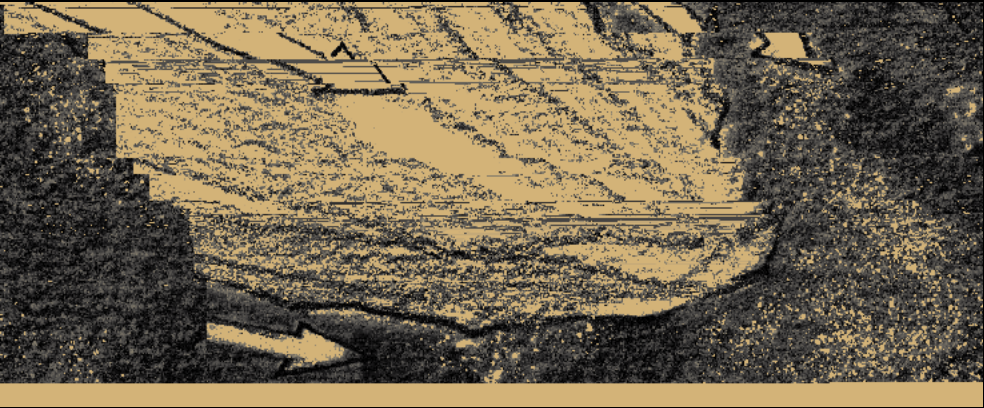
cene
From the POV of 'The Origin', China's diverse landscape scenes are shown.



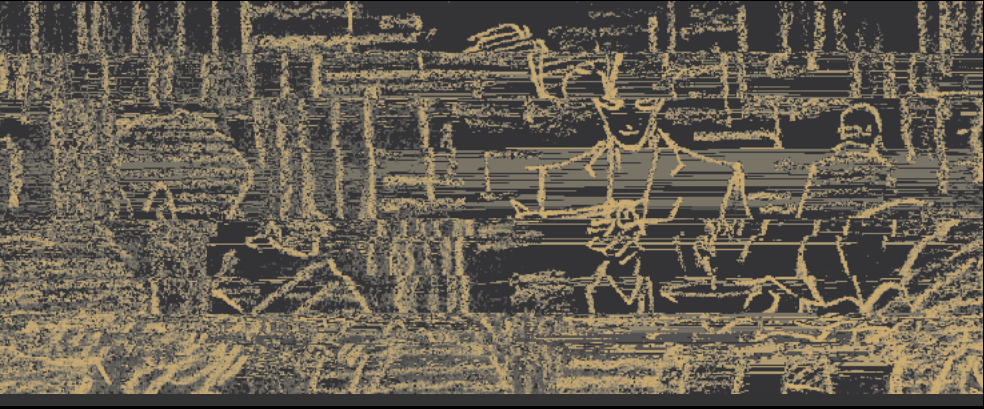
cene
'The Origin' slowly descends into the city.



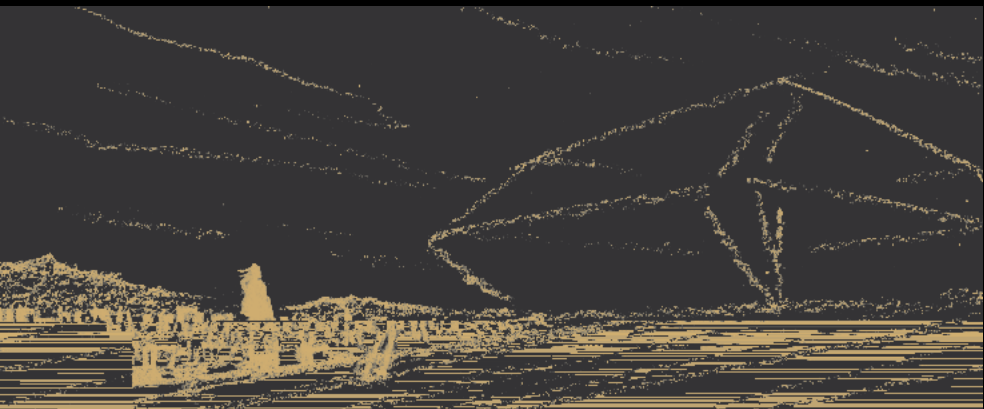
cene
On a hip street, people stare at 'The Origin'.



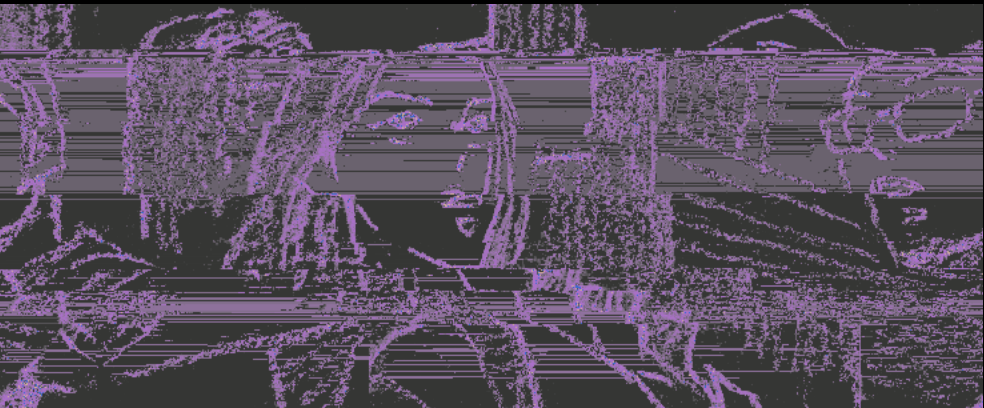
cene
'The Origin' descends, withstanding intense external forces.



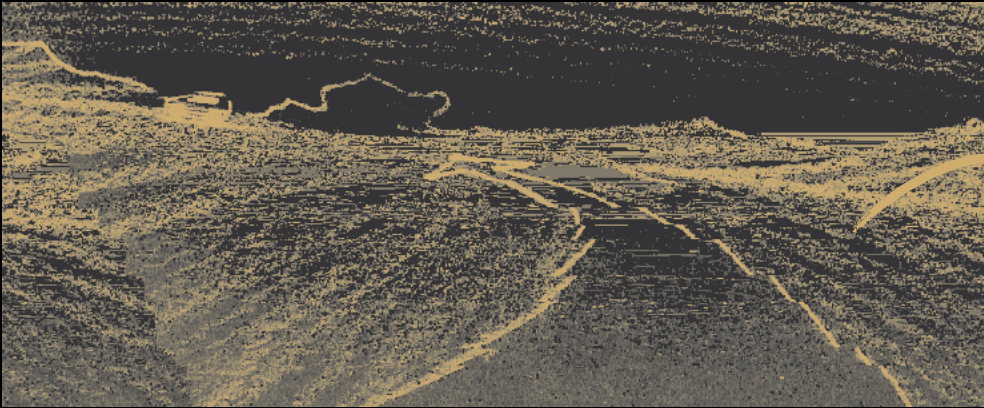
cene
A woman walks along Wukang Road-Anfu Road and looks up at the sky.



cene
'The Origin' slowly descends, tilting horizontally, and faces the man.



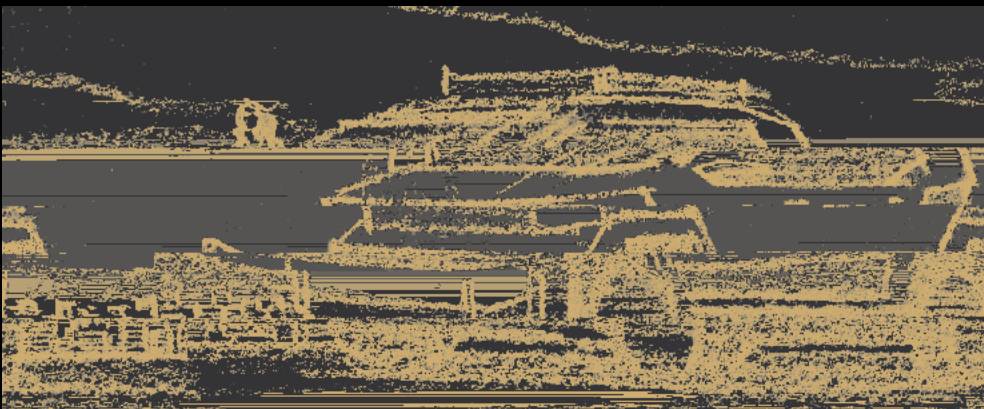
cene
'The Origin' rapidly approaches and meets the main characters.



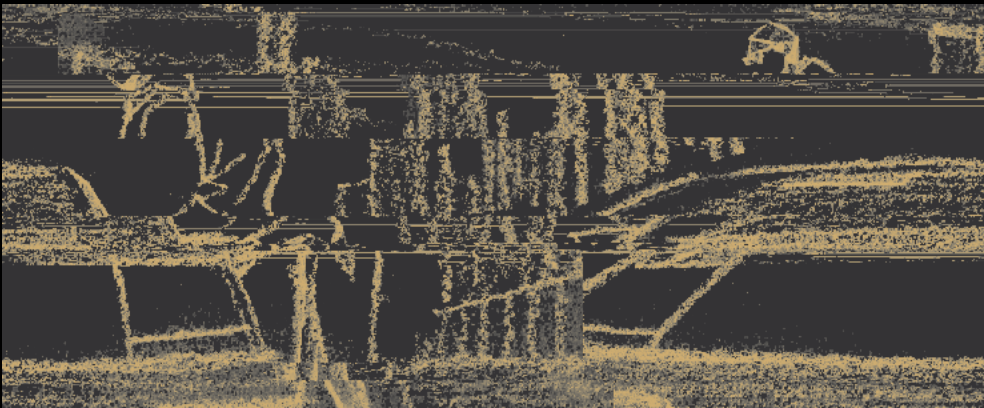
cene
The EARTH drives freely.



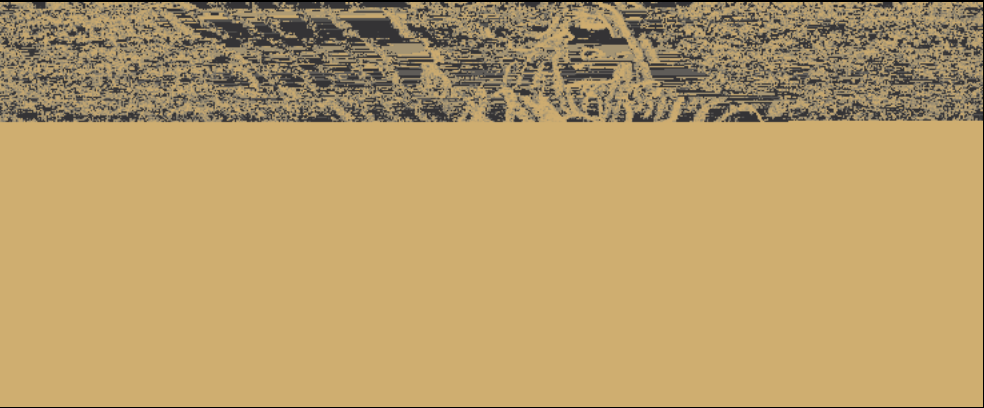
cene
A woman's studio — the walls filled with astrophotography works.



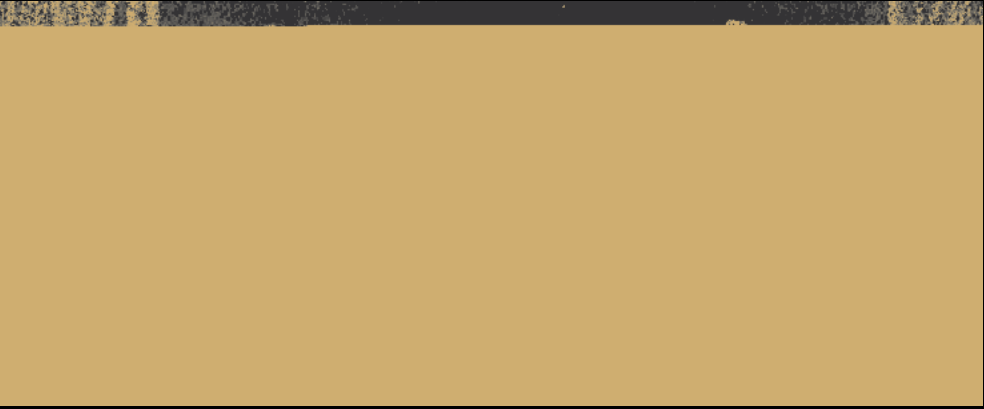
cene
The EARTH is fully revealed.



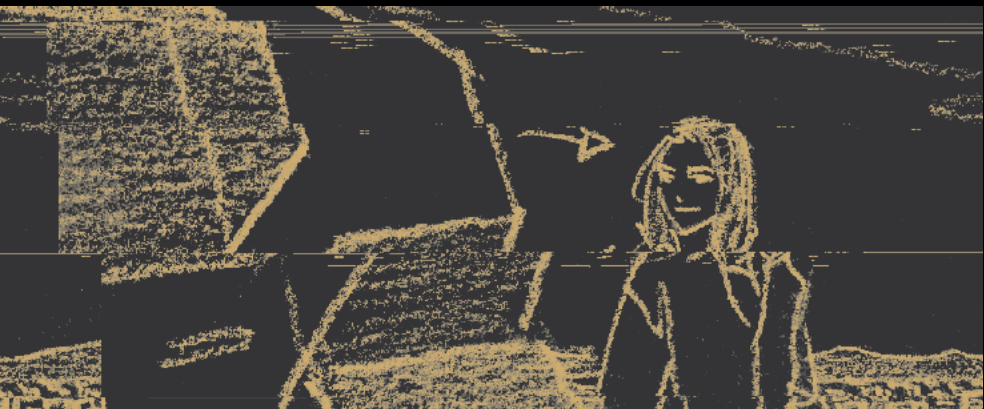
cene
A man opens the VENUS's door.



cene
A woman feels a sense of freedom under a beautiful, star-filled night sky.



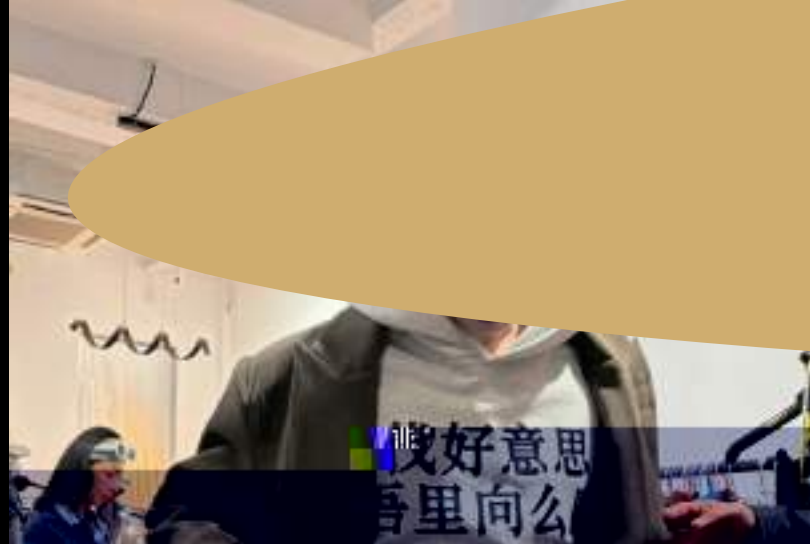
cene
The VENUS is fully revealed.



cene
The woman's eyes gaze at the EARTH.



cene
China, seen from a satellite, appears like a starry sky.

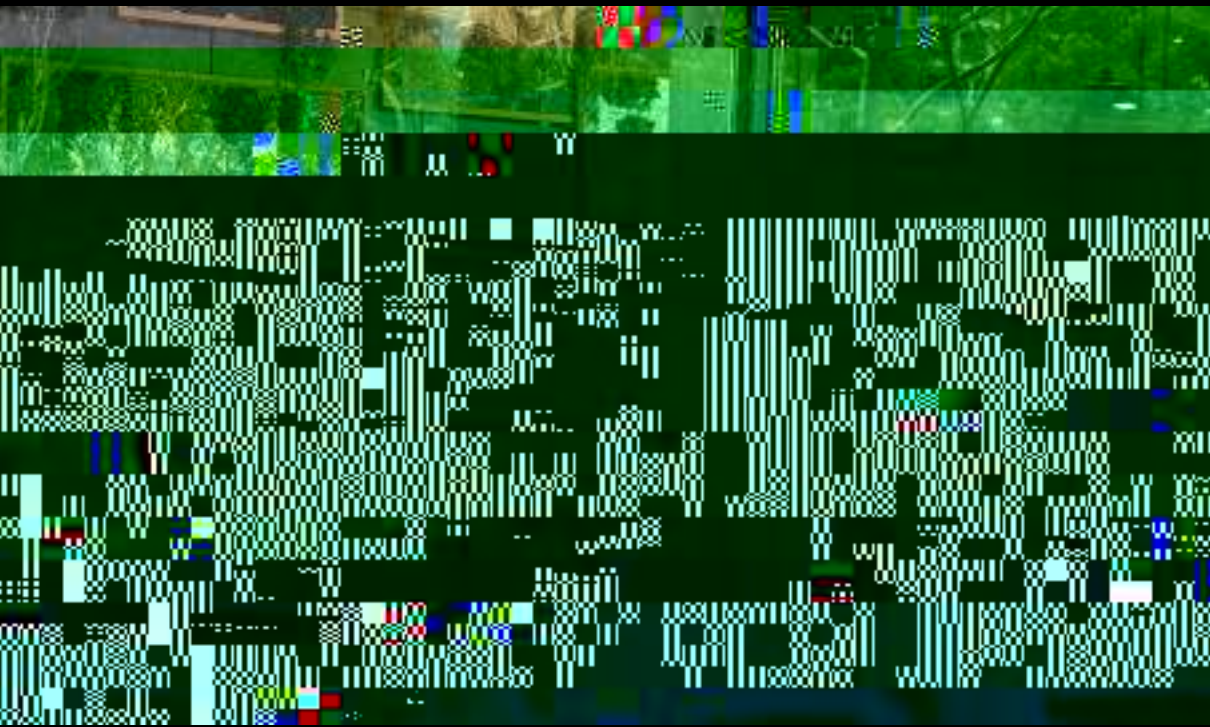


作完成视频体作更力把网 台 环境 科学 是 为 不
成 谢 各 以 半 百 并 属 政 坚 包 空 面 合 抵 于 政 克 艰 是 远
项 目 有 司 满 百 呈 现



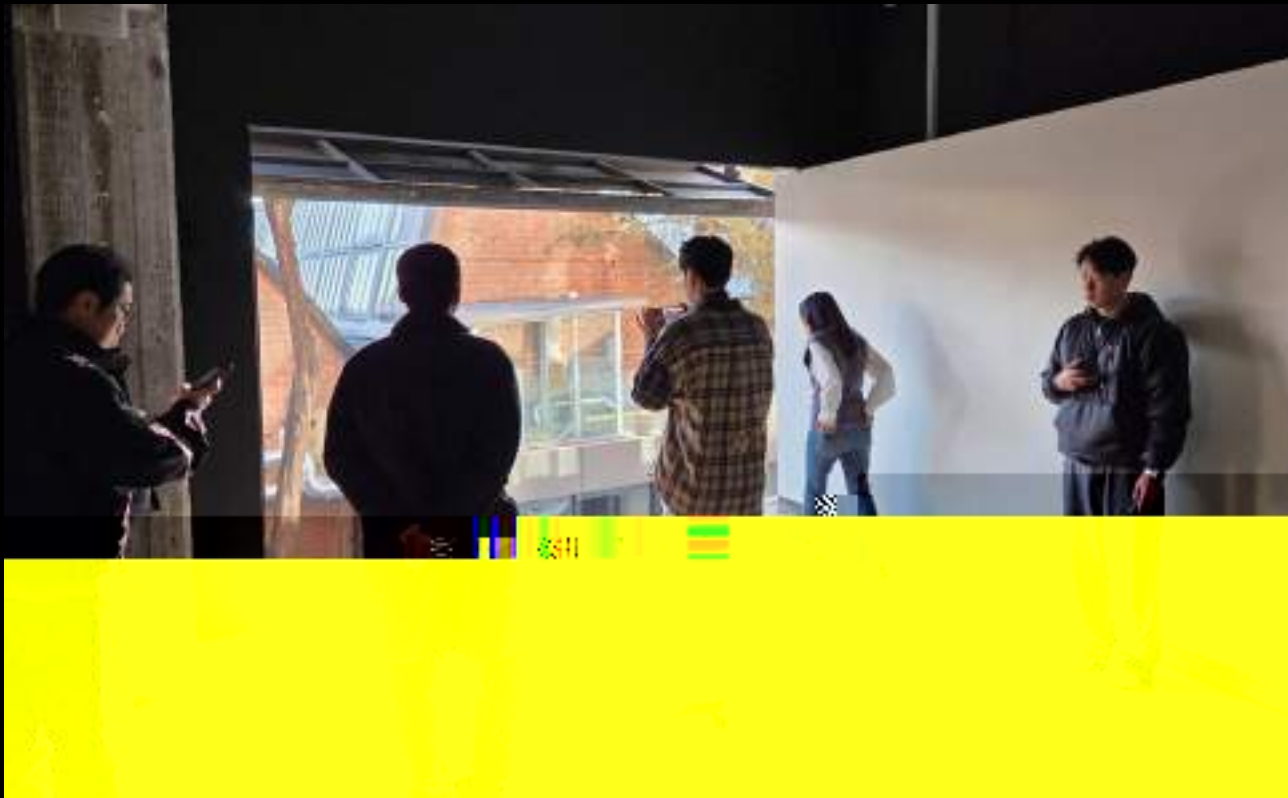


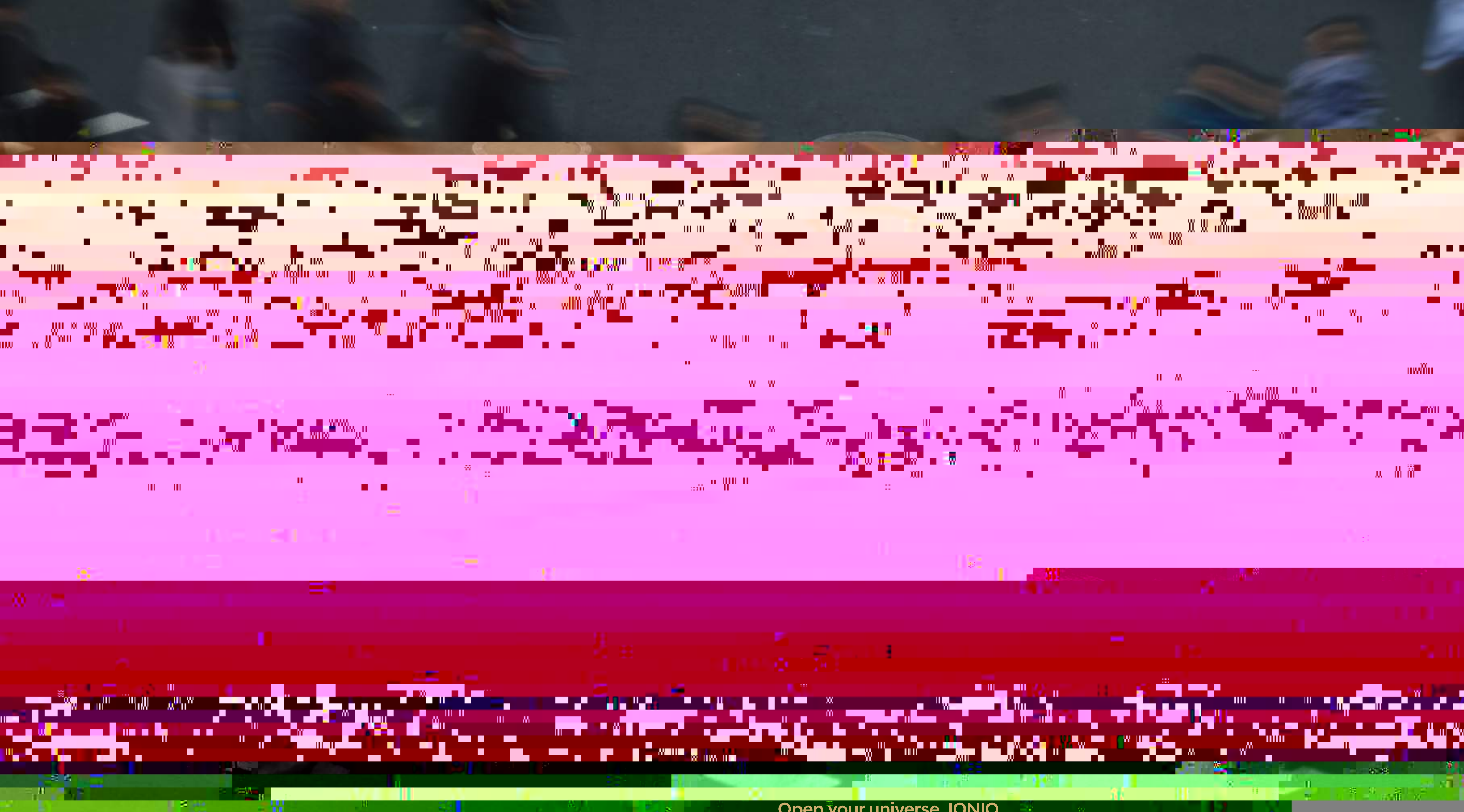
迎 師 我 民 改 喜
尊 敬 取 推 團
重 料 繁 勇
拿 粹 持 派 喜



A few years ago at an auto show, I was drawn to a concept car at the Hyundai booth. Its design felt simple and pure, and it stood out clearly among many similar products. A few years later, being able to join Hyundai and take part in this concept car project has been a very special experience for me. I'm grateful to my colleagues who supported me along the way. Their help allowed me to grow gradually, like a rough stone being shaped and polished.

Hyundai Design China
Wangwei Cheng



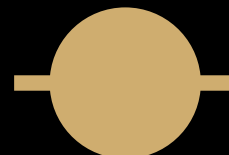
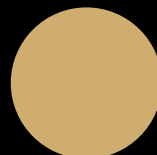
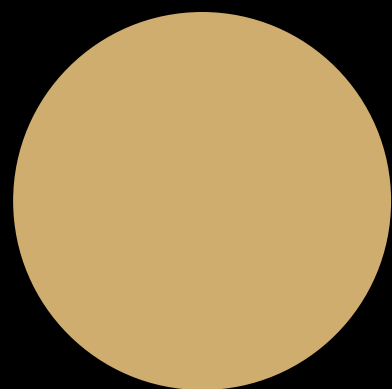


宇宙, IONIQ(艾尼氪)

宇宙新生

Open your universe, IONIQ

The beginning of a new universe,
centered on you.



IONIQ