

Hyundai Kona subcompact SUV set to arrive on African shores

The Hyundai Kona, described as a subcompact SUV, will officially arrive in Africa and Middle East markets in August 2018.



Hyundai expects this premium model to attract strong sales "among younger and more style-conscious customers" as it's envisioned as "the perfect companion for an active urban lifestyle".

Named after the Kona district in Hawaii, the car offers four-wheel drive, seven-speed DCT transmission, and Hyundai's latest powertrains. In addition, it features a sleek, sharp design, and the bold front shares Hyundai's new family identity with its signature cascading grille.

"The Kona is already a big hit in international markets and we are very excited to be bringing it to showrooms in our region," says Mike Song, Hyundai's head of operations for Africa and the Middle East.

"The all-new model brings a new character to Hyundai's very successful SUV lineup; fun, fashionable, and fully loaded with clever tech features. It presents a very dynamic image, making a direct appeal to younger drivers and to female customers," says Song.



Besides its progressive design, it offers a selection of the latest technology, making premium features more accessible for a convenient and safe driving experience. One new feature is a head-up display which projects key driving information directly into the driver's line of sight. The eight-inch projected image has a class-leading luminance of 10,000 candela per-square-meter, which guarantees daytime visibility and supports safe driving.

The car will have its Africa and Middle East launch in Jeddah, Saudi Arabia, in the first half of August.

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