Hyundai Concept THREE

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Unveiled at IAA Mobility 2025, the Concept THREE is the first compact EV of the IONIQ family and opens a new category for Hyundai. Its "Art of Steel" language draws on how steel bends and flows: sculpted surfaces, clean intersections and a two-box "Aero Hatch" silhouette with a pushed-forward cowl.

Parametric Pixel lighting runs across front and rear forming gradients that, beyond a signature, also guide the user. The front combines slim LED headlights with illuminated square grille lights and yellow wheels.

The cabin is conceived as a "furnished" space to relax in: dual screens, a rectangular steering wheel, a modular control panel with illuminated buttons, ocean-waste textiles and lightweight aluminium foam, together with the customisable BYOL (Bring Your Own Lifestyle) widgets. A symbolic character, Mr. Pix, hides around the car as interactive details.

Sources: Hyundai · Domus