

# Integrating AAM into a Multimodal System:

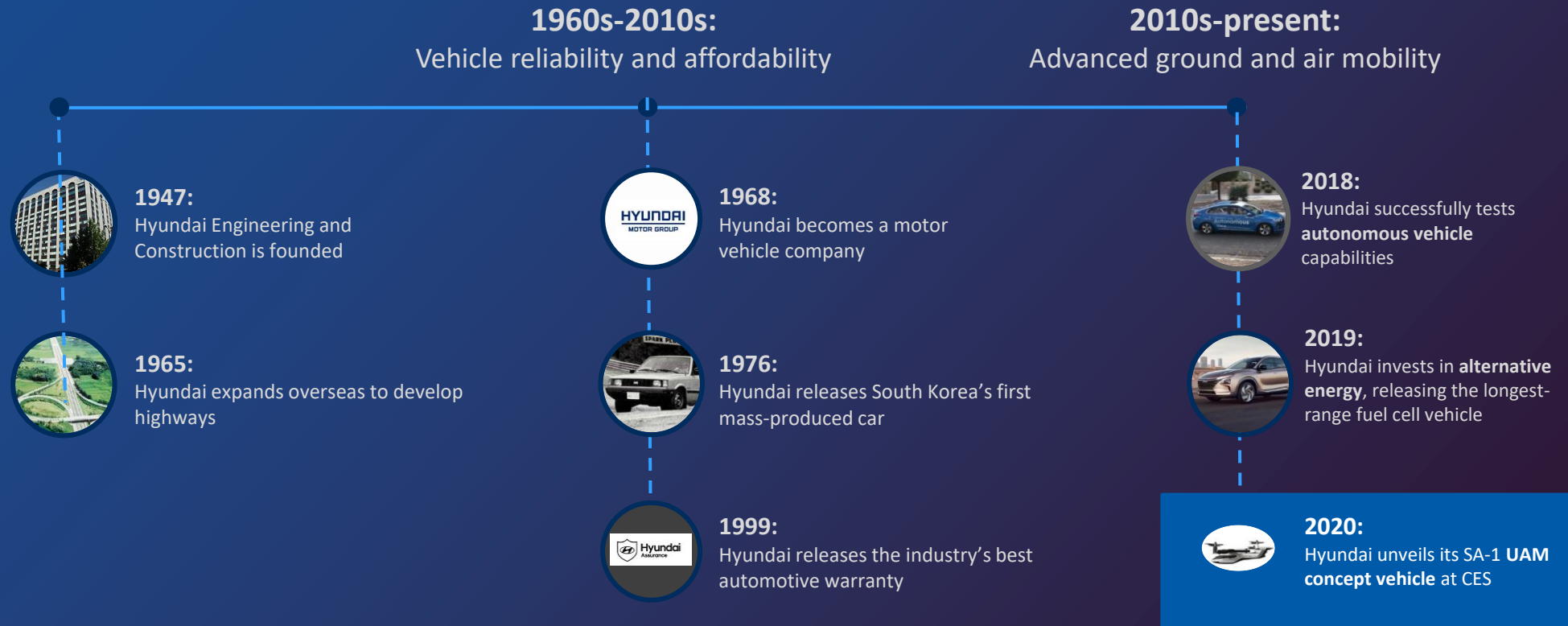
Adrienne Lindgren

Global Partnerships and Business Development

August 3<sup>rd</sup>, 2022



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





# HYUNDAI

## MOTOR GROUP

Together For a Better Future



HYUNDAI  
MOTOR GROUP

# 53 Affiliates

## AUTOMOBILE



HYUNDAI



## CONSTRUCTION



HYUNDAI  
ENGINEERING & CONSTRUCTION



HYUNDAI  
ENGINEERING & CONSTRUCTION



HYUNDAI  
ENGINEERING & STEEL INDUSTRIES



HYUNDAI  
CITY DEVELOPMENT



HYUNDAI  
ARCHITECTS & ENGINEERS KOREA

## STEEL



HYUNDAI  
STEEL

HYUNDAI  
B&G STEEL

HYUNDAI  
SPECIAL STEEL

## PARTS

HYUNDAI

MOBIS

HYUNDAI

WIA

HYUNDAI

TRANSYS

HYUNDAI

KEFICO

HYUNDAI

AUTRON

HYUNDAI

MnSOFT

HYUNDAI

MSEAT

HYUNDAI

IHL

HYUNDAI

PARTTECS

## FINANCE

Hyundai Capital

Hyundai Card

Hyundai Commercial

HMC

INVESTMENT  
SECURITIES

## OTHERS

HYUNDAI

GLOVIS

HYUNDAI

Rotem

INNOCEAN

WORLDWIDE



Haevichi  
hotel & resort Jeju

HYUNDAI

AutoEver

HYUNDAI

NGV




HYUNDAI  
POWER & DEVELOPMENT

## SPORTS TEAM

Jeonbuk Hyundai Motors FC, KIA Tigers Baseball Team,  
Hyundai Capital Skywalkers Volleyball Club,  
Hyundai Shell World Rally Team, Hyundai Steel Red Angels WFC,  
Hyundai Steel Archery Team, Hyundai MOBIS Archery Team,  
Hyundai MOBIS Phoebus Basketball Club



# **Supernal** is Hyundai Motor Group's long-term commitment to develop the Advanced Air Mobility industry

A woman with dark hair tied back, wearing a white shirt, is shown in profile looking upwards with a hopeful expression. The background is a blurred cityscape under a blue sky.

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

An aerial view of a city with several white Supernal aircraft flying in formation. The aircraft have the 'supernal' logo and 'A1' markings. The city below is a dense urban area with green spaces.

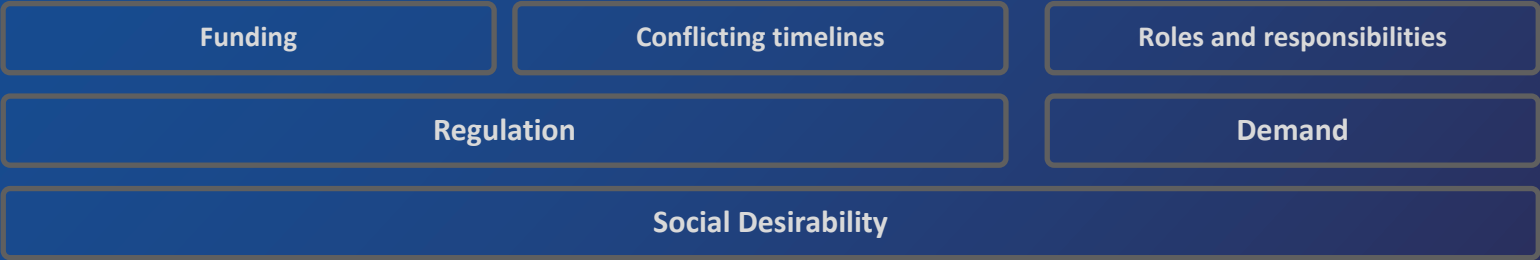
that leverage  
**innovative mobility  
solutions and  
technology  
advancements**

A man with a beard and a young girl are shown from the chest up. The man is looking towards the camera with a slight smile, and the girl is looking off to the side. They are both wearing light-colored clothing.

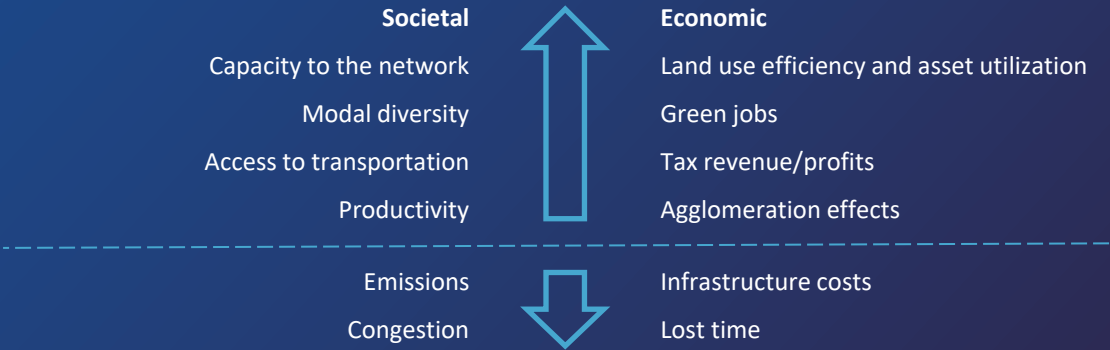
to deliver **affordable  
and universal mobility  
services**

# Confronting the challenges and concerns of multiple stakeholders in enabling the AAM market.

## What do stakeholders worry about with AAM?



## What do they potentially stand to gain?



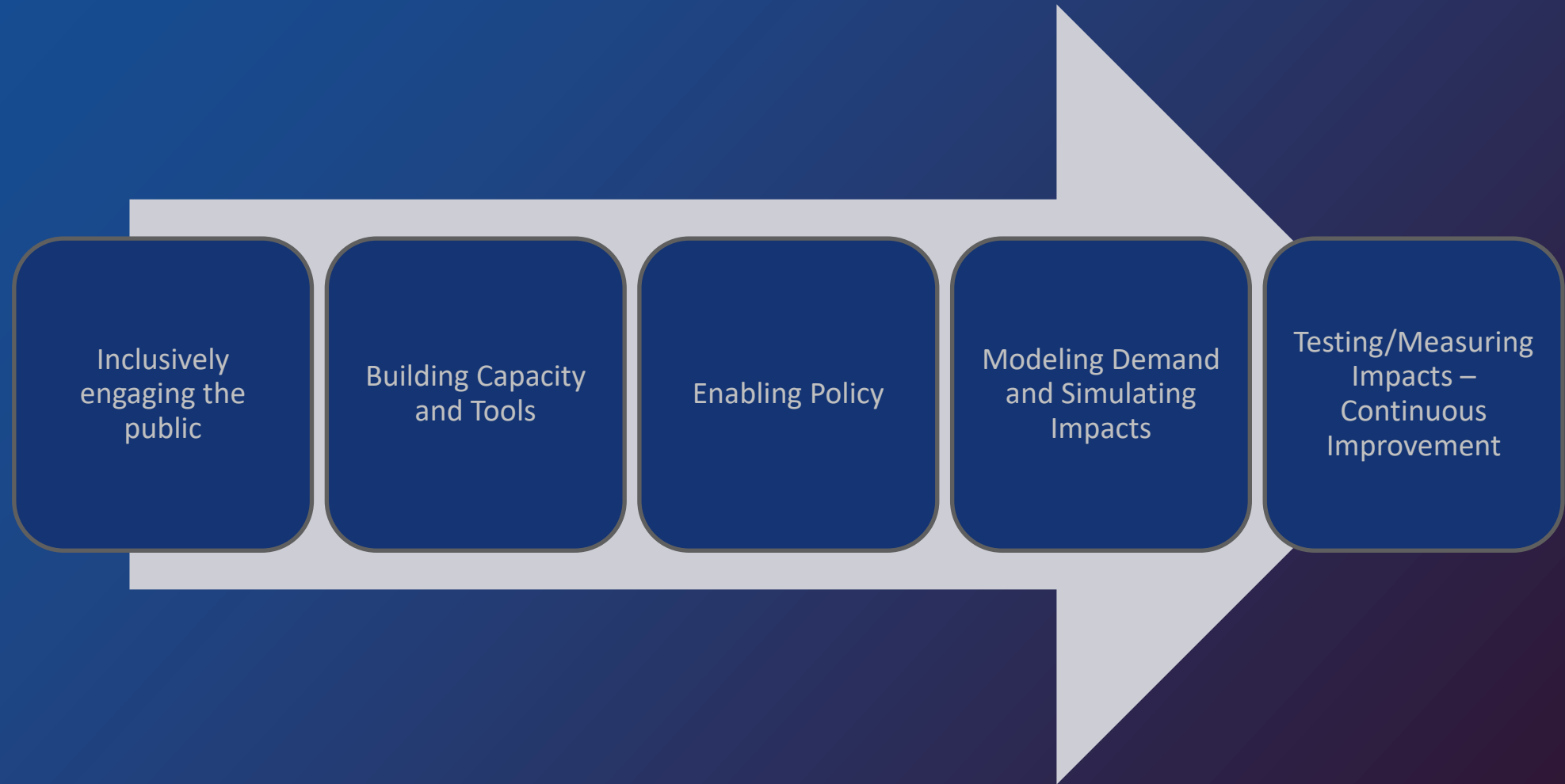
# Building the Advanced Air Mobility Ecosystem

## *UKRI Future Flight Demonstration*

*Coventry, UK*



# Regional Integration: What does success look like?





# We envision a multi-modal, seamless journey that combines our expertise in advanced air and ground mobility

**A** Book trip in integrated mobility app



**B** App matches passengers on shared routes



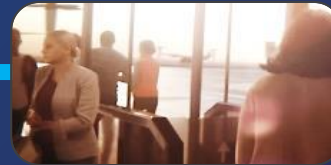
**C** First-mile trip to get to the vertiport/hub



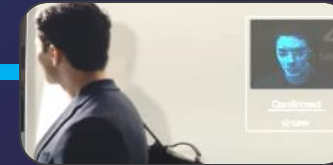
**F** Speedy boarding – walk directly onto pad/hub



**E** Streamlined security & health screening



**D** Digital identity verification



**G** Smooth takeoff and transition to cruise



**H** Onboard Wi-Fi & digital entertainment

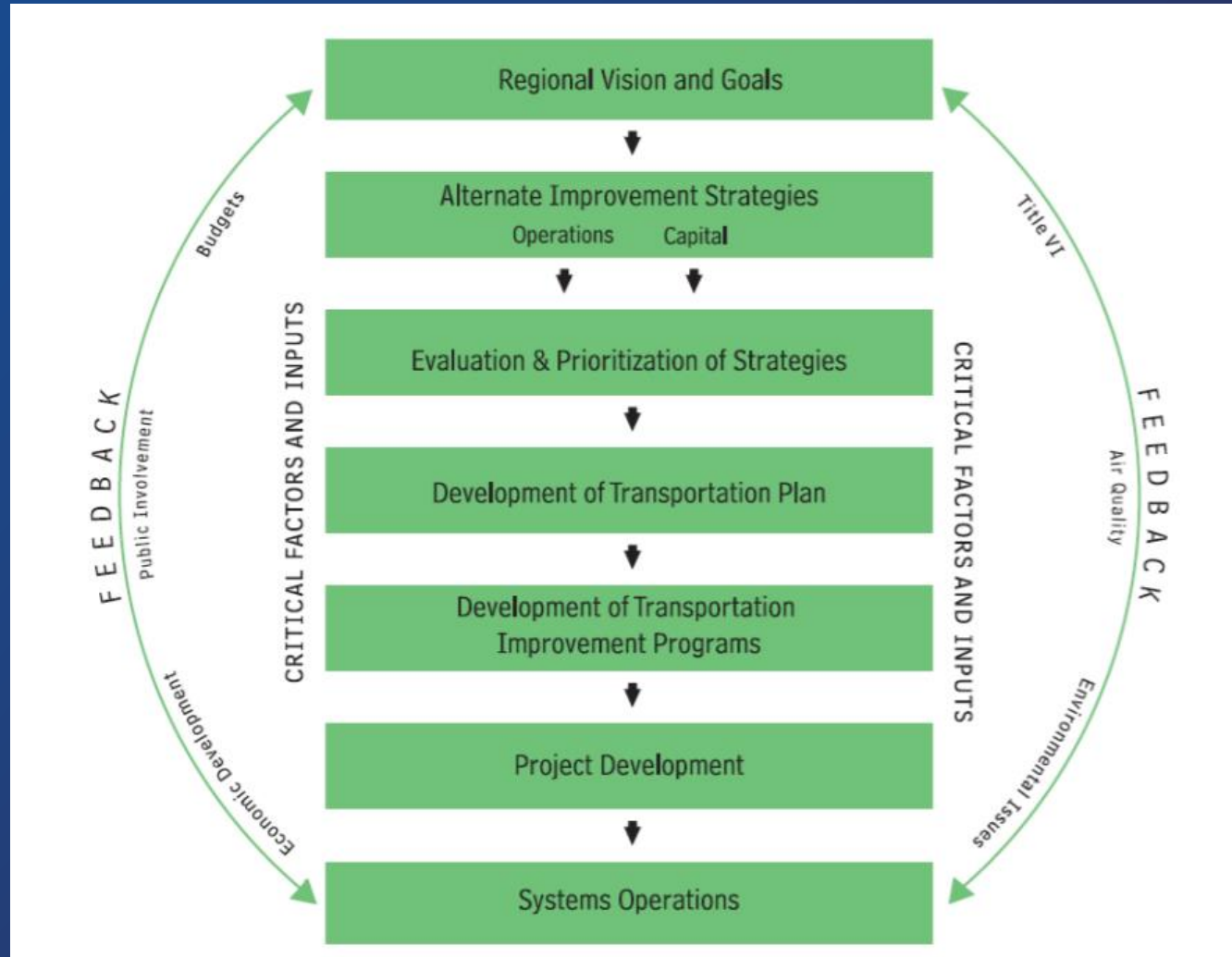


**I** Arrive and board last-mile mobility, e.g., PBV





# Approaching Advanced Air Mobility as Part of the Transportation Planning Process



# Adding Value to the Mobility Ecosystem

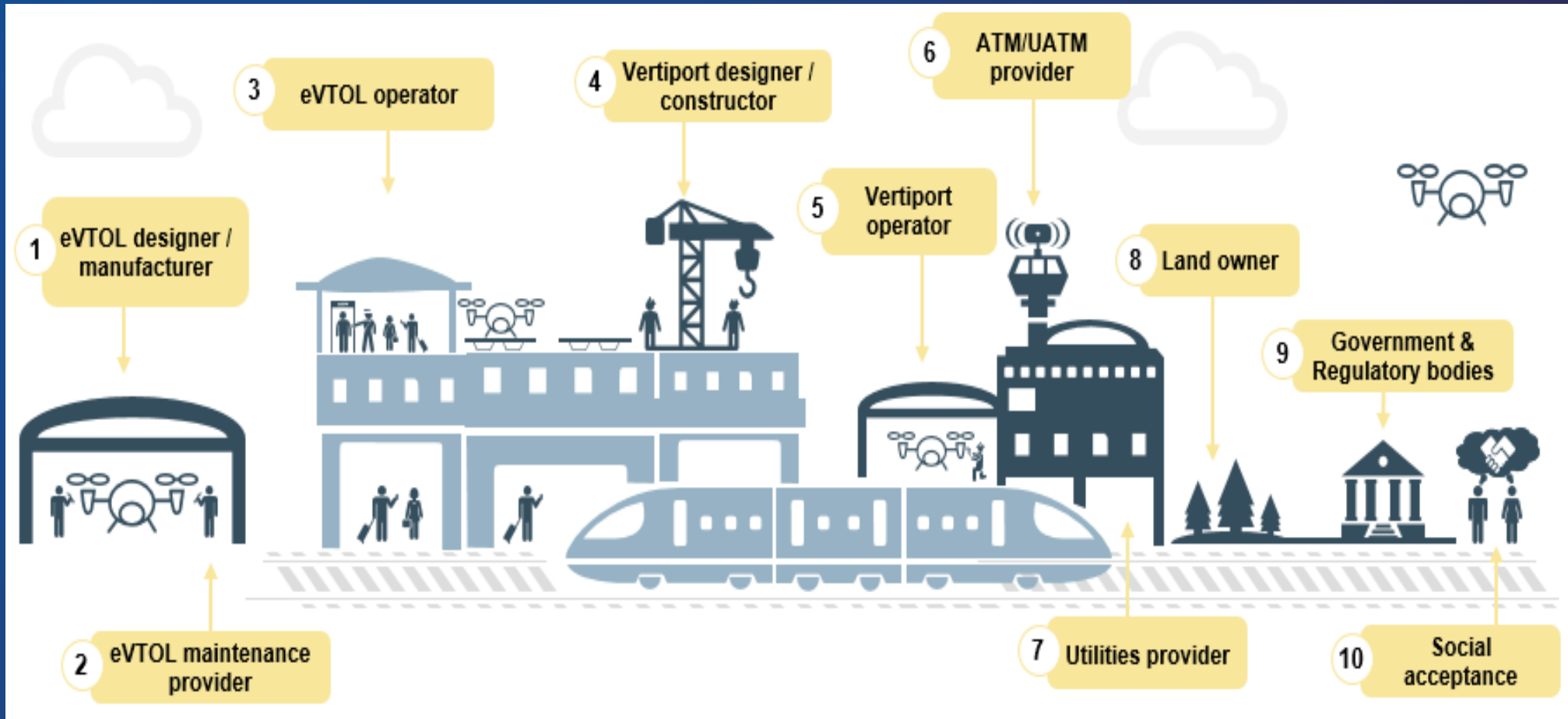


Photo Credit: VicTrack

