



HEARTS IN THE ICE

For immediate release

Hearts in the Ice Celebrates the Power of Community with Hyundai

Extreme citizen scientists Hilde Fålun Strøm and Sunniva Sorby collaborate with Hyundai in their efforts to build community for a sustainable, equitable tomorrow

March 17th 2021— In honor of Women’s History Month, **Hearts in the Ice** - which is the team of Polar Ambassadors and Citizen Scientists Hilde Fålun Strøm and Sunniva Sorby - have joined forces with **Hyundai** as Education partner in highlighting innovation, sustainable transportation and leadership through bold design of their IONIQ 5 part of their EV line up as they aim to be a leader in connected mobility for all of humanity.

Sorby and Strøm are the first women to overwinter in the Arctic solo. They have spent the past 17 months living in a 20 m² uninsulated hut called Bamsebu, in Svalbard, with no water, no electricity. This extreme, off-grid lifestyle - relying solely on solar and wind - combined with their supporting CO₂-reducing projects, has made their entire stay (which in May 2021 will be 19 months total) not only climate neutral, but **climate positive**. Throughout their expedition they have collected data in partnership with 5 scientific institutions for 8 climate related projects, and created a global educational platform that is evergrowing.

Hyundai Motor Company recently announced the launch of its new IONIQ brand dedicated to battery electric vehicles, opening a new chapter as a leader in the era of electrified mobility. Under the IONIQ brand, Hyundai will offer customer centric EV experiences centered on connected lifestyle solutions in line with Hyundai’s vision of ‘Progress for Humanity’.

“The IONIQ brand will change the paradigm of EV customer experience,” said Wonhong Cho, Executive Vice President and Global Chief Marketing Officer at Hyundai Motor Company. “With a new emphasis on connected living, we will offer electrified experiences integral to an eco-friendly lifestyle.”

The first new and revolutionary model on the IONIQ brand, the IONIQ 5, had its world premiere in February.

Through this new collaboration, Hearts in the Ice will be brand ambassadors and continue to contribute inspiring stories from the Arctic along with alignment around solutions that speak directly to emission reduction for the defining decade ahead as the world faces an unprecedented opportunity to slow down the escalation of climate change.

With over 50 years of combined experience in polar regions, Sorby and Strøm know first-hand the dramatic impacts of climate warming. The changes observed in plants, animals, ice, ocean and landscapes of the Arctic are already starting to be mirrored in the rest of the world, thus the emergency to act now to embrace solutions that are proven to be sustainable ways for humanity to help solve the climate crisis.

“Hyundai’s history and vision is to be lauded. From their very beginning they were focused on building bridges between communities around the world. Under the mission of IONIQ brand, ‘Progress electrified for connected living’ they are really paving the way and have set the bar way up there for what is possible in today’s world. It’s a natural fit for us to be aligned with Hyundai. From the inside out they are people who care. They engage with us and believe that our extreme citizen science dovetails with their cutting edge concepts. We have the tools to think out of the box to solve today’s greatest crisis so we must use them. As we have said - humanity can solve the climate crisis if we understand that each of us can make a difference”, says Sorby.

“Hyundai Motor Company is striving to provide freedom of movement to everyone by investing in mobility services, by building close relationships and expanding our role beyond the automotive transportation sector. We plan to play a pivotal role in global society’s transition to clean energy by focusing on zero emission mobility. Our idea of future mobility is based on the strong commitment that we give to society. Along with the mission of Hearts in the Ice -we are here to do the right thing, for humanity” Says Oyvind Knudsen, Product & PR Manager, Hyundai Motor Norway.

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