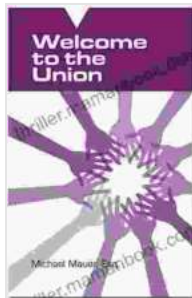


Welcome to the Union: Michael Mauer

Michael Mauer is the new Head of Design at Hyundai and Genesis. He is responsible for the design of all Hyundai and Genesis vehicles, as well as the development of the company's future design strategy.



Welcome to the Union by Michael Mauer

★★★★★ 5 out of 5

Language : English
File size : 536 KB
Text-to-Speech : Enabled
Enhanced typesetting : Enabled
Word Wise : Enabled
Print length : 17 pages
Screen Reader : Supported



Mauer has a long and distinguished career in car design. He has held senior design positions at Mercedes-Benz, Smart, and Saab. He is known for his innovative and forward-thinking designs, which have helped to shape the face of the automotive industry.

In his new role at Hyundai and Genesis, Mauer is responsible for leading the company's design team into a new era. He is tasked with developing a new design language for Hyundai and Genesis, as well as creating new and innovative vehicles that will appeal to a global audience.

Mauer is excited about the opportunity to lead Hyundai and Genesis into the future. He believes that the company has the potential to become a

global leader in car design and innovation.

In an interview with Autocar, Mauer said, "I am very excited to join Hyundai and Genesis. I believe that these brands have the potential to become global leaders in car design and innovation. I am looking forward to working with the team to develop new and exciting vehicles that will appeal to customers around the world."

Mauer's Vision for the Future of Car Design

Mauer believes that the future of car design is all about sustainability. He says that cars need to be more fuel-efficient and environmentally friendly.

Mauer is also a big believer in the importance of technology. He says that technology can be used to make cars safer, more efficient, and more fun to drive.

Mauer's vision for the future of car design is one that is both sustainable and technologically advanced. He believes that cars need to be more than just a mode of transportation. They need to be works of art that are both beautiful and functional.

The Challenges of Designing for a Global Audience

One of the biggest challenges that Mauer faces is designing for a global audience. Hyundai and Genesis vehicles are sold in over 200 countries around the world, so Mauer needs to create designs that appeal to a wide range of customers.

Mauer says that the key to designing for a global audience is to understand the different cultures and tastes of different regions. He says that he

spends a lot of time traveling the world and talking to customers to get a better understanding of their needs.

Mauer also says that it is important to be open to new ideas and influences. He says that he is always looking for new inspiration, whether it comes from other car designers, from fashion, or from art.

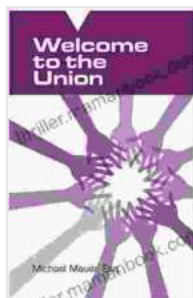
The Future of Hyundai and Genesis

Mauer is confident that Hyundai and Genesis have a bright future. He says that the company has the resources, the talent, and the passion to become a global leader in car design and innovation.

Mauer says that he is looking forward to working with the team at Hyundai and Genesis to develop new and exciting vehicles that will appeal to customers around the world.

We are excited to see what the future holds for Hyundai and Genesis under Mauer's leadership.

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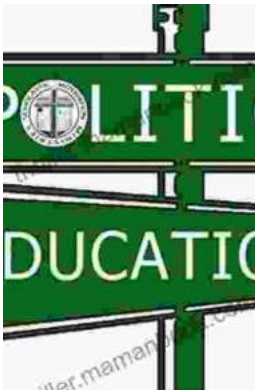
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