

@LAAutoShow Round-up - VinFast, Hyundai, KIA, Subaru, Fiat & More, Plus EVGoats

Lynn Walford - Nov 21 2022



During the LA Auto Show's Automobility LA media event, there were press conferences from automakers Subaru, Fiat, VinFast, KIA and Hyundai. Automakers showed new vehicles with exhibits designed to draw in attendees and offer up some fun. Here's our first round-up from the LA show.

Hyundai Intros IONIQ 6

Hyundai commanded the most display area in the large South Hall showing most of its models. A long line of Hyundai vehicles decorated the entryway atrium to the hall, where attendees can virtually drive Hyundai vehicles on drive simulators in front of large screens.

José Muñoz, president and CEO of Hyundai and Genesis Motor North America, mentioned that Hyundai is investing \$10 billion in US products and development.

Olabis Boyle, vice president of product planning and mobility strategy for Hyundai Motor North America, offered visitors some engineering specs of the Hyundai IONIQ 6.

She reported that the IONIQ 6 is the lowest drag coefficient of any Hyundai ever built 0.22, allowing it to go further on a single charge. It has air flaps that let in air for cooling when needed and closes to reduce drag.

Other specs of the IONIQ 6 include over 700 decorated lighting pixels and superfast charging that allows 65 miles of range in 5 minutes with ultra-fast 800V charging with an expected 340 miles of range.

Hyundai also revealed the N Vision 74 hydrogen fuel cell hybrid concept using a battery-electric in combination with an FCEV system. N brand designs technologies for motorsport and production car development. It is designed to deliver "the highest driving emotion for the driver, even under severe track conditions."



And The Winner is...

Genesis is Hyundai's luxury brand. It was announced that the Genesis G90 won the title of [2023 Motor Trend Car of the Year](#). The electric Genesis X Convertible concept was displayed and the Electrified GV70, the third Genesis electric vehicle.

"We are just getting started. We recently introduced our next EV model that you can expect next year. Production begins next month. For the very first time, the GV70 will be made here in America," said Claudia Marquez, chief operating officer of Genesis Motor North America.



Subaru Impreza 5 Doors For Entry

In a faux national park, Subaru revealed the new Impreza.

"The Impreza is great because it is an affordable entry-level vehicle of the Subaru brand, but it is still really safe. It is one of the safest vehicles in its class," said Dominick Infante, Director Of Communications at Subaru.

He explained that the new model is only available as a five-door. Subaru is not making an Impreza sedan anymore because almost 75% of customers were buying the five-door.

The five-door is also more appealing to a younger buyer, coming standard with all-wheel drive.

"You can drive in all kinds of weather and go camping, things like that with it. The hatchback lets you lower the seats down. When you're young and you're in that stage of life, it is your only car, which means you're moving somebody's apartment with it. It means you're going on road trips with it. We just came out with a new version of the 2.5-litre engine, so it's a little bit more horsepower," said Infante.



Electric Fiat Returns

Three 500e one-off concepts, designed by Armani, Kartell and Bvlgari, were on display to represent three souls of the new Fiat 500e: sustainable design, sustainable fashion and sustainable luxury.

The three designer-enhanced Fiat EVs will be auctioned off and given to organizations that fight against climate change.

"So you see the cord can change your car. This car can charge your spirits," said Olivier Francois, Fiat CEO and global CMO Stellantis.

"It is designed for the city where it makes sense.--The current is charged up and so are we," he added. The new Fiat 500e will be shown at the 2023 LA Auto Show.

Kia Seltos Updated

"The Kia Seltos in our new Pluton Blue colour is designed to catch the eyes of those who are looking for something more stylish and different. Seltos is an important vehicle for us, with a third of our buyers under age 35 and almost half of them coming through from other brands," said Russell Wager, vice president, marketing, [Kia America](#).



New EV Brands Return

VinFast made its first appearance at the LA Auto Show in 2021. This year the exhibit space was larger and more vehicles were announced.

Craig Westbrook, US chief service officer, VinFast, updated the crowd about how VinFast is moving quickly to produce electric SUVs in the US. He reported that the new factory site outside of Raleigh, North Carolina, will employ thousands of Americans.

"VinFast will be investing \$2 billion in the factory's first stage. We will be producing vehicles in the summer of 2024," said Westbrook.

The new VinFast VF 6 and VF 7 are designed by VinFast and Torino Design.

David Lyon, Director of Design at VinFast, said, "When you look at the VF 6 and the VF 7, you'll appreciate how the low power long wheelbase and the wide stance come together seamlessly to create sleekness and sophistication you do not expect in a vehicle."

Lyon added, "We made them feel bigger on the inside."

VinFast promises the vehicles will have immersive entertainment and advanced driving assistance.

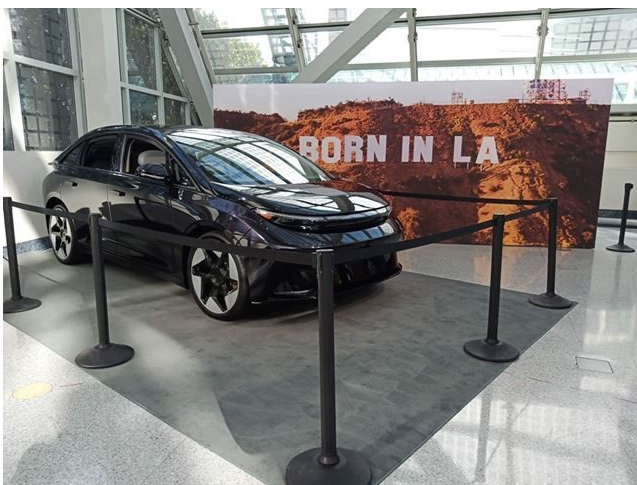
Its vehicles come with a 10-year 125,000-mile bumper-to-bumper warranty and a 10-year unlimited-mile vehicle battery warranty.

VinFast will no longer make gas-powered vehicles and will be an electric-only brand. It has six North American retail showrooms and will be adding more in the future.

INDI EV, another automotive newcomer, premiered its concept for the EV One at the LA Auto Show in 2021. This year, the company showed vehicles along with its latest array of custom colours.

The INDI One was born in LA and is creating its own LA car culture.

"The LA Auto Show allows INDI fans to see the EV One in person and meet with fellow enthusiasts," said Ellen Lee, General Manager of Marketing, INDI EV.



A Facelift and Power Transformation of the Toyota Prius

Although Toyota did not hold a news conference, it showed the new sleeker faster 2023 Prius and Prius Prime design.

"The highlight of the show, for me, was the new Prius," said Ed Sanchez, Senior Analyst, Global Automotive Practice, Strategy Analytics.

He says the new Prius itself is very eye-catching. Toyota has substantially increased the Prius' dynamic performance, with more than a 70-hp boost for the non-PHEV model. The new Prime brings total system power to 220 hp.

"It's disappointing that Toyota has not made more of a substantial commitment to electrification. But admittedly, EVs are still not a perfect fit for all car buyers or use cases. Regardless, I think the new Prius will get attention from a lot of car buyers that might not have considered one before," added Sanchez.

Toyota also displayed its full line of vehicles and new concepts.



Let the Games And Selfies Begin

Toyota is offering an interactive sports festival during the show with a half-size basketball court, interactive games and visits from sports figures and Olympic/Paralympic athletes.

Ford and Jeep offered roller coaster-style thrill rides in their vehicles over metal bridges inside the convention centre. Visitors can ride in a Ford Bronco over Bronco Mountain. Professional drivers provide riders with an 'off-road' experience of the Jeep Wrangler 4xe and Grand Cherokee 4xe vehicles driving over the 23-foot high, 40-degree Jeep Mountain.

Volkswagen showed the ID. Buzz, ID. 4 and other models. It is letting visitors tele-race radio-controlled mini Volkswagen cars on a track away from the exhibit in the south atrium.

EVgo welcomed guests to pet dwarf goats or take a selfie with them next to a sign that looked like a license plate, 'EVGoat'.