

# LINEAPELLE

**Hyundai Transys and Lineapelle  
launching the mobility of the future in Milan:  
innovative and sustainable**

Lineapelle, in cooperation with **Hyundai Transys** (global manufacturer of automotive components and subsidiary of Hyundai Motor Group), announces the launch of an **innovative seating concept for the mobility of the future**.

At **Lineapelle (Fieramilano Rho from 22 to 24 February 2022)**, **Hyundai Transys** will present its vision for the mobility of the future with a CMF concept (Colours-Materials-Finishes) for seats using sustainable leather and other materials regenerated from tanning process waste. Following the theme of 'Transition to Regenerative Mobility', Hyundai Transys has been working closely with Korean tanneries, manufacturers and suppliers.

Hyundai Transys will be present in **Hall 9** (Innovation Area) at Lineapelle and will exhibit upcycled leather design projects developed in a sustainable way. The seats are made from leather scraps destined for the automotive industry, where the debate on the sustainable and ethical use of leather has recently intensified.

On 26 January Hyundai and Lineapelle presented a preview of the project at an event held at the Korean company's headquarters in Seoul. **Steve Yeo, CEO of Hyundai Transys**, and **Federico Failla, Italian Ambassador to Korea**, were present. **Fulvia Bacchi, CEO of Lineapelle and General Manager of UNIC - Concerie Italiane**, joined the online event from Italy to reiterate and underline the importance of the project.

*"This preview allowed us to share our expertise and views on the sustainability efforts we have been undertaking for some time now," said Yeo. "Starting with Lineapelle, Hyundai Transys intends to pursue carbon neutrality in all its product development processes."*

Hyundai Transys is minimizing its environmental impact by reducing wastage, switching to renewable energy and developing environmentally friendly products. Its new CMF concept is an important step towards aligning its product offering with Hyundai Motor Group's vision of clean mobility and its goal of achieving emissions neutrality by 2045.

*"At Lineapelle, we are committed to promoting the sustainable use of leather through technological innovation," said Bacchi. "Through this collaboration with Hyundai Transys, we see a clear future path for both the leather and mobility industries, where high-quality design and production can coexist with ethical sourcing and sustainable practices."*

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Further details about the Hyundai Transys presentation and the new seating concept will gradually be revealed.

[Click here to watch the video presentation of the project.](#)

The prototype presented at Lineapelle will then be exhibited, from March to June (during the Salone del Mobile), at the Spazio Lineapelle in Milan.

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## *About Hyundai Transys*

*Hyundai Transys is an innovative technology company skilled in car seats and powertrains, aiming to become a key supplier in the new mobility sector. The company has 30 plants in 10 countries, employing more than 9,100 people worldwide. In 2021, Hyundai Transys was ranked 34th in Automotive News magazine among global car components manufacturers by sales revenue <https://www.hyundai-transys.com/en/main.do>.*

## *About Lineapelle*

*LINEAPELLE is the world's leading trade fair for leather, textiles, accessories, components for the fashion, design and automotive industries. A reference point involving over 60,000 companies and generating a turnover of more than \$150 billion/year [www.lineapelle-fair.it](http://www.lineapelle-fair.it)*