# Hyundai Motor Group partners with NVIDIA to enhance AI in mobility



In a significant move aimed at reshaping the future of mobility, Hyundai Motor Group has announced a strategic partnership with NVIDIA, the collaboration formalised during an event in Las Vegas, Nevada, on January 9, 2025. The partnership seeks to advance the development of cutting-edge artificial intelligence (AI) technologies, focusing on applications within Hyundai's extensive value chain.

Hyundai Motor Group's executive vice president and head of the Global Strategy Office, Heung-Soo Kim, highlighted that the partnership reflects the company's commitment to innovation. Kim stated, “Hyundai Motor Group is exploring innovative approaches with AI technologies in various fields such as robotics, autonomous driving, and smart factory,” emphasising the Group's vision of becoming a leader in AI-empowered mobility innovation.

Through this collaboration, Hyundai is set to leverage NVIDIA's accelerated computing capabilities and AI Enterprise software. This technology will enable Hyundai to efficiently manage the large volumes of data required for the development and training of their AI models across various applications. Central to this initiative is the utilisation of the NVIDIA Omniverse platform, which allows Hyundai to construct digital twin applications. This technology is vital for simulating factory operations and optimising manufacturing processes, thereby enhancing efficiency, improving product quality, and reducing costs.

Rishi Dhall, NVIDIA’s vice president of Automotive, remarked, “Accelerated computing, generative AI, and Omniverse are unlocking a new era of mobility.” Dhall indicated that this partnership would contribute to creating safer and more intelligent vehicles, streamline manufacturing processes, and deploy advanced robotics to foster a smarter digital workplace.

In addition to manufacturing advancements, the partnership will also focus on the development of AI-powered robotics. Hyundai plans to utilise NVIDIA's Isaac robotics platform to create and safely deploy autonomous robots. Furthermore, the two companies will collaborate on constructing virtual simulation environments that will facilitate the safe development of autonomous driving systems and robotic mechanisms.

The strategic alliance is also part of Hyundai's broader strategy to increase its domestic investments by 19 per cent, projecting a record high investment of 24.3 trillion won (approximately $16.65 billion) in 2025. This significant financial commitment aims to secure Hyundai's future growth amid ongoing economic uncertainties.

As the partnership unfolds, both Hyundai and NVIDIA are expected to announce further initiatives that will expand their collaborative efforts, promising a future enriched with advanced AI applications in the automotive sector and beyond. For updated information on these developments, stakeholders may visit the official Hyundai Motor Group website.

Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

1. <https://thekoreancarblog.com/2025/01/10/hyundai-motor-group-and-nvidia-forge-strategic-partnership-to-revolutionize-mobility-with-ai/> - Corroborates the announcement of the strategic partnership between Hyundai Motor Group and NVIDIA, and the focus on AI technologies in various fields such as robotics, autonomous driving, and smart factory.
2. <https://www.hyundaimotorgroup.com/news/CONT0000000000167615> - Supports the details of the partnership, including the use of NVIDIA accelerated computing and AI Enterprise software, and the integration of AI in core mobility products and operations.
3. <https://evmagazine.com/mobility/hyundai-partners-with-nvidia-to-advance-ai-mobility> - Confirms the partnership's focus on leveraging NVIDIA's technologies, including the Omniverse platform for digital twins and the Isaac robot development platform for AI-powered robotics.
4. <https://thekoreancarblog.com/2025/01/10/hyundai-motor-group-and-nvidia-forge-strategic-partnership-to-revolutionize-mobility-with-ai/> - Details Heung-Soo Kim's statement on Hyundai's commitment to innovation and the exploration of AI technologies in various fields.
5. <https://www.hyundaimotorgroup.com/news/CONT0000000000167615> - Provides information on the event in Las Vegas where the partnership was formalized and highlights the partnership's goals in AI-empowered mobility innovation.
6. <https://evmagazine.com/mobility/hyundai-partners-with-nvidia-to-advance-ai-mobility> - Explains the use of NVIDIA's accelerated computing capabilities and AI Enterprise software for managing large volumes of data for AI model development.
7. <https://thekoreancarblog.com/2025/01/10/hyundai-motor-group-and-nvidia-forge-strategic-partnership-to-revolutionize-mobility-with-ai/> - Describes the utilization of the NVIDIA Omniverse platform for simulating factory operations and optimizing manufacturing processes.
8. <https://www.hyundaimotorgroup.com/news/CONT0000000000167615> - Quotes Rishi Dhall on the transformative potential of the partnership, including creating safer vehicles, streamlining manufacturing, and deploying advanced robotics.
9. <https://evmagazine.com/mobility/hyundai-partners-with-nvidia-to-advance-ai-mobility> - Details the collaboration on virtual simulation environments for the safe development of autonomous driving systems and robotic mechanisms.
10. <https://thekoreancarblog.com/2025/01/10/hyundai-motor-group-and-nvidia-forge-strategic-partnership-to-revolutionize-mobility-with-ai/> - Mentions Hyundai's broader strategy to increase domestic investments and the projected record high investment in 2025.
11. <https://www.hyundaimotorgroup.com/news/CONT0000000000167615> - Indicates the expectation of further initiatives and announcements from both Hyundai and NVIDIA as the partnership unfolds.
12. <https://www.engineering.com/hyundai-motor-nvidia-partner-to-develop-ai-tech/> - Please view link - unable to able to access data
13. <https://news.google.com/rss/articles/CBMimwFBVV95cUxNcmdnTW8wUExzeG8tbmFIdzF6bmR3cDJvc0pfLVFGUTBBV2JzUVBxbnNkTkVlRFRnajA3OUlfUHdYVzVKV0kyWk5lRHB1TWFlakw4Zk5DOGtnc3QyZE9qMmI2cWFYTVdQdVdua1oyRnc2MHBxZzdwMlBFV2JvQ3lXLW9sMVdHSUdSeHhmNDdrVFNSN2ZNaktBYTlYSQ?oc=5&hl=en-US&gl=US&ceid=US:en> - Please view link - unable to able to access data