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HYUNDAI PARTNERS WITH BLOOD TYPE RACING TO DEVELOP BTR EDITION ELANTRA SPORT CONCEPT FOR 2017 SEMA SHOW

BTR Concept takes the Versatile Performance of the Elantra Sport to the Competitive-circuit level in both Style and Substance

LAS VEGAS, Oct. 17, 2017 – Hyundai has partnered with Blood Type Racing to develop the BTR Edition Elantra Sport concept for the 2017 SEMA show. This eye-grabbing concept builds upon the affordable, OEM-level performance and design of the Elantra Sport and adds methanol injection, intake, exhaust and intercooler technologies, tuned suspension and full aero kit for “All-show, All-go” impressive looks and performance.



“The BTR Edition Elantra Sport takes the Elantra beyond its capable OEM-development roots without sacrificing daily drivability,” said Sam Lee, product manager, Blood Type Racing.

“Building upon the well-developed Elantra Sport platform, powertrain and design fundamentals, we’ve given enthusiasts a new vision of where this affordable sport compact wants to go.”

BLOOD TYPE RACING ELANTRA SPORT CONCEPT MODIFICATIONS

- Torcon CAI intake and Pierce Motorsports exhaust system
- Engine management custom ECU Tuning by BTR
- Devil’s Own water/methanol injection system
- Re-stitched OEM-style sport interior
- Diamond-stitched floor mats
- SoCalGarageWorks carbon-fiber steering wheel
- SSR GTX01 19 x 9.5 +35 wheels
- Toyo T1 Sport tires
- HSD coilover suspension
- Pierce Motorsports sway bars, strut tower brace and chassis brace
- Fella Big Brake kit
- Diode Dynamics custom headlights and LED interior lighting
- Aerotek custom front, side and rear track-ready lip kit
- APR GTC-200 GT wing
- AutoArt body and paint work
- BASF Glasurit Arancio Borealis paint
- BTR custom Trunk Track Tool Set and custom full-size spare tire

HYUNDAI MOTOR AMERICA

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