

Next Hyundai Tiburon will be a small and affordable coupe

BY RALPH HANSON



Hyundai's designers will be looking at the 2007 Veloster concept for inspiration for the next Tiburon

Hyundai isn't keeping quiet about its future product line, with the company's U.S. chief previously revealing details about the company's [future hybrid and electric plans](#) and now details about the company's replacement for the Tiburon.

Speaking with *Autoweek*, Hyundai's John Krafcik confirmed that a new compact sports car will be released by the end of 2011.

The comments contradict earlier speculation that the Tiburon was being scrapped in favor of the [current Genesis Coupe](#). Instead the two models will be going after different market segments, with the Tiburon replacement to be positioned below the current model.

Krafcik explained that the new Tiburon "will have a lower price point, kind of eco sport positioning, where it is not going to be all about performance." Repositioning the car will ensure that Hyundai won't be cannibalizing its own sales by having two similar cars, the Tiburon and the Genesis Coupe, in similar segments.

As for the styling of the new model, Krafcik revealed designers will be looking to the [Veloster concept](#) shown at 2007's Seoul Auto Show for inspiration. The design briefing will focus around making the replacement Tiburon "very stylish", as well as "very fuel efficient".