**I read the article** [**“Hyundai targets Prius with new 'triple-electrified' Ioniq”**](http://articles.sae.org/14706/) **by Paul Weissler. I found the article on the SAE (Society of Automobile Engineers) website,** and it is about how the new 2017 Hyundai Ioniq is the new biggest competitor against the famous Toyota Prius. This is the first electric automobile in the industry offering a first choice of three levels of electrified propulsion: battery electric, plug in, or a conventional hybrid. Not only does that make this car a huge competitor for the Prius because of those features but also because this is the most sleek looking car in the industry for electric automobiles. You wouldn't even think this is an electric car. The message of this article is that the prius finally has a challenging opponent in the electric industry that has a whole new look, and many desired options.

The article states, “Ioniq's interior materials feature a new blend of resin, volcanic rock powder, and powdered wood that is claimed to save 20% weight on door inner panels and some trim, while improving appearance.” This line I thought was really interesting because it goes to show you all the odd and new material they put into this model to separate it from all the others. Not only did making the decision to put those materials add a better look to it, but also reduced the weight by 20% which will make a huge difference and increase the vehicle’s efficiency. It also just amazes me how they even come up with these ideas and test these examples to see their performance and appeal on the vehicle. It’s also important because seeing that Hyundai used these materials to make parts of their car makes you wonder what kinds of other odd materials or substances they will use in the future to make cars even better. I guess the days of cars being made most of metals, plastics, and fabrics are pretty much over.

I thought this article was actually really cool to read about because I liked to see that a company finally made an electric car that looks so sleek and sporty. It definitely doesn't look like an electric car at all. It’s fascinating how many electrical options it also contains along with the material used to make some of the trim and interior parts. I agree 100% that this will be a major competitor for the Prius because Toyota will need to really step up its game on appearance and options for electric cars in the future. I also learned that experimenting with new materials can result in huge successes and can put your product before others.