

# Challenge yourself in the New Year



Research from Hyundai has revealed that over a quarter of people living in the capital think they would feel more engaged at work if they took on more challenges and almost half admit that a new challenge would get them out of a rut.

40% of those surveyed say they feel motivated to take on new challenges in the New Year to deal with daily stress.

Sophie Radcliffe a 32 year old adventurer, recently completed the Hyundai KONA 10 Challenge where she battled snow and 50 mph winds to conquer ten of the most iconic volcanic landscapes across Scotland, England and Ireland in just 72 hours.

The research commissioned by Hyundai Motor UK found that almost three quarters of people living in Edinburgh have not pushed themselves out of their comfort zone in the last six months – physically or mentally.

The survey, carried out by Censuswide, also revealed that more than a quarter of us here in Edinburgh believe we would feel more engaged at work if we took on more challenges.

However, as we move towards the New Year, almost half polled in Edinburgh have admitted they would be motivated to take on a new challenge in 2018 if it would get them out of a rut.

The research was carried out to mark the successful completion of the Hyundai KONA 10 challenge – where adventurer Sophie Radcliffe's epic trek involved travelling across the Irish Sea twice and driving the all-new KONA from Hyundai more than 1,000 miles to reach volcanic landscapes on a route curated by historian Dr. Michael Scott.

The historian and TV personality has shed light on the little known volcanic history of the UK and Ireland, and the extraordinary human activity inspired by these landscapes over millennia. The KONA10 route is now available to the public for those who want to combine a challenge with a touch of volcanic history.

Tony Whitehorn Hyundai Motor UK's President and CEO comments: "It's really interesting to find that 75% of Brits don't feel they have challenged themselves, mentally or physically, in the last six months. Our drive behind this challenge was to show not just what the KONA could do, but to inspire people to get out there and find their own adventure.

What Sophie achieved was amazing, and may not be right for everyone but with the KONA 10 route anyone can jump in a car and explore these landscapes.

The new KONA, which is available with four-wheel drive, is well suited to those seeking adventure. It offers all-round capability and is just as at home on urban roads as it is on mountain passes."

More on the rich history of the route by Dr. Michael Scott can be found here – <http://hyundaimedia-kona.co.uk/en/kona-10.html>.

Sophie has been raising money for Stand Up To Cancer. Everyone can donate at <https://fundraise.cancerresearchuk.org/page/hyundaikona10>

*The all-new KONA is a compact SUV with a bold, sharp design with full-LED twin headlamps, two-tone roof and the choice of ten distinctive exterior colours. A true SUV with four-wheel drive the KONA also has head-up display, a high-end sound system by Krell and complete connectivity allowing passengers to use Apple CarPlay and Android Auto on the seven-inch screen. The KONA starts at £16,195 for 2WD manual transmission.*