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NEWS BUREAU

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HYUNDAI SUPER BOWL ADVERTISING HIGHLIGHTS ALL-NEW SONATA AND TUCSON



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Super Bowl Champ Brett Favre Stars in Spot Highlighting Hyundai Quality

FOUNTAIN VALLEY, Calif., Feb. 2, 2010— Hyundai will be one of the most visible sponsors of Super Bowl XLIV on Sunday, February 7 with a total of eight ads airing throughout the day. 2010 marks Hyundai's third consecutive year of advertising during the nation's largest sporting event and second consecutive year sponsoring the Kickoff Show. To view Hyundai's Super Bowl ads, please go to: www.HyundaiNews.com.

Hyundai's Super Bowl blitz will be highlighted by two in-game ads. The first, titled "Paint," will kick off an aggressive campaign supporting the 2011 Sonata. Slotted for the first quarter of the game, the spot will feature the all-new sedan, which boasts 200 horsepower¹ while maintaining best-in-class fuel economy of 35 miles-per-gallon highway. The 2011 Sonata will reach dealerships this month.

The second in-game ad, titled "10 years/Favre," scheduled for the second quarter, will feature Brett Favre, quarterback of this season's NFC North champion Minnesota Vikings. Favre, who holds the NFL "iron man" record for most consecutive games started, will be included in a spot featuring Hyundai's 10-year, 100,000-mile warranty. In the 30-second ad, Favre accepts the Most Valuable Player award after the 2020 football season.

"The Super Bowl is not only a showcase for great football, but also for the most significant advertising, reaching an estimated 95 million viewers in the U.S.," said Joel Ewanick, vice president of marketing, Hyundai Motor America. "Following in the footsteps of our 2008 and 2009 Super Bowl focus on the new Genesis and Genesis Coupe, we are focusing this year's Super Bowl campaign on the all-new 2011 Sonata, the most significant new model introduction in our history."

For added visibility on Super Bowl Sunday, Hyundai is the title sponsor of the "Hyundai Kickoff Show," which begins at 6:00 p.m. ET and leads directly into the game. Hyundai will air three different 30-second ads during the Kickoff Show, including one in the time slot immediately preceding the game. Voiceovers and animations featuring Hyundai will be integrated after each commercial break.

In addition to highlighting the all-new Sonata, pre- and post-game spots will showcase the all-new Tucson and revamped Hyundai Assurance consumer protection program.

Sonata and Tucson lead a wave of new model introductions from Hyundai which will revamp its fleet called "24/7 Version 2.0." The new product blitz will introduce seven new models in a 24-month period – the second aggressive overhaul of the Hyundai fleet since 2004. Both models usher in a new era of modern design for the Hyundai brand, while retaining its heritage of quality, safety and value. 2010 will also feature the introduction of an all-new flagship large sedan based on the Equus which is available internationally. Next year, Hyundai will also introduce redesigned Accent and Elantra models, and two all-new introductions including a sporty coupe and crossover.

Hyundai Assurance was extended and enhanced for 2010. The trend-setting program, initiated in 2009, includes a vehicle return option for new-car buyers, Hyundai's 5-year/60,000-mile fully transferable bumper-to-bumper warranty, 10-year, 100,000-mile powertrain warranty, and roadside assistance programs. Hyundai Assurance is the most comprehensive consumer safety net for

new-car buyers in the industry.

Hyundai's aggressive Super Bowl advertising extends its "Big Voices in Big Places" strategy, which includes high-profile advertising in sporting events, entertainment awards shows and outdoor video board placement. The strategy will continue next month as Hyundai is the exclusive automotive sponsor of the Academy Awards® with eight spots planned for the March 7 broadcast.

Jeff Bridges, now in his third year working with Hyundai advertising, will continue to serve as the narrator for the upcoming campaign.

¹ SE Trim

HYUNDAI MOTOR AMERICA

Hyundai Motor America, headquartered in Fountain Valley, Calif., is a subsidiary of Hyundai Motor Co. of Korea. Hyundai vehicles are distributed throughout the United States by Hyundai Motor America and are sold and serviced through almost 800 dealerships nationwide. All Hyundai vehicles sold in the U.S. are covered by the Hyundai Assurance program which now includes the 5-year/60,000-mile fully transferable bumper-to-bumper warranty, Hyundai's 10-year/100,000-mile powertrain warranty and 5-year complimentary Roadside Assistance in addition to the highly acclaimed vehicle return policy introduced in early 2009. For more details on Hyundai Assurance, please visit www.HyundaiAssurance.com.

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