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NEWS BUREAU

FOR IMMEDIATE RELEASE

HYUNDAI ANNOUNCES PRICES FOR ALL-NEW ACCENT



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Advanced Technology, Modern Design, Roominess and 40 MPG – All at a Great Price

NEW YORK, Jan. 18, 2012 – Hyundai Motor America has announced pricing for its all-new Accent, starting at \$12,445 for the GLS four-door and \$14,595 for the GS five-door. Like its larger sibling Elantra, the Accent has been built to challenge the status quo. Accent will be the only five-passenger gas powered car in the industry with a 30 city/40 highway mpg rating yet will offer 138 horsepower, the most powerful standard engine in the segment by far. Accent is the first in the segment to offer standard direct injection technology.

Model Transmission MSRP

Accent GLS 6-Speed M/T \$12,545

Accent GLS 6-Speed A/T with SHIFTRONIC® \$15,295

Accent GS 6-Speed M/T \$14,695

Accent GS 6-Speed A/T with SHIFTRONIC® \$15,895

Accent SE 6-Speed M/T \$15,895

Accent SE 6-Speed A/T with SHIFTRONIC® \$16,895

Freight charges for the 2012 model year Accent are \$775.

Pricing in this release does not include freight.

Standard and Optional Features

GLS Four-Door M/T

The Accent GLS M/T MSRP is priced at \$12,545 and includes the following standard features:

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| <ul style="list-style-type: none">• 1.6-liter GDI DOHC I4 with Dual-CVVT• Engine cover• Hood insulator• Trip computer• Six-speed manual transmission• Motor Driven Power Steering (MDPS)• 14-inch steel wheels with full wheel covers• 175/70R14 low rolling resistance tires and TPMS• Front, side and head curtain airbags• Vehicle Stability Management, ESC with TCS• ABS, EBD, and brake assist with four-wheel disc brakes• Front seatbelt pretensioner• Active front head restraints• Adjustable head restraints for all seating positions | <ul style="list-style-type: none">• Tachometer• Cabin air filter• Power door locks• Audio prep package with four speakers• Tilt steering wheel• Driver seat armrest• Front door map pockets• Front passenger seatback pocket• 60/40 split folding rear seatback• Dual vanity mirrors• Map, dome and cargo lights• Six-way adjustable driver seat including height adjustment• Front two-speed intermittent wiper• Tinted glass with windshield shade band• Rear defroster with timer• Roof-mounted antenna |
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GLS M/T Options:

Comfort Package (\$1,750 MSRP):

- Air conditioning
- AM/FM/XM® Satellite Radio/CD/MP3 audio system with tweeters, iPod®/USB auxiliary input jacks
- Power windows & mirrors
- Cloth door inserts

GLS A/T

The Accent GLS A/T MSRP is priced at \$15,295 and includes the following GLS M/T features plus:

- Six-speed automatic transmission with SHIFTRONIC®
- Active Eco System
- Air conditioning
- Cloth door inserts
- AM/FM/XM® Satellite Radio/CD/MP3 audio system with tweeters, iPod®/USB auxiliary input jacks
- Power windows & mirrors

GLS A/T Options:

Premium Package (\$1,300 MSRP):

- Remote keyless entry with panic
- Steering-wheel-mounted audio controls
- Cruise control

- Bluetooth® hands-free phone system with voice recognition
- Premium cloth seats
- Chrome inside door handles
- Piano black accents
- Sunglasses holder
- Sliding armrest storage box
- Fog lights
- 16-inch alloy wheels with 195/50R16 tires
- Bodycolor door handles

GS Five-Door

The Accent GS M/T is priced at \$14,695 and includes the following standard features:

<ul style="list-style-type: none"> • 1.6-liter GDI DOHC I4 with Dual-CVVT • Engine cover • Hood insulator • Trip computer • Six-speed manual transmission • Motor Driven Power Steering (MDPS) • 14-inch steel wheels with full wheel covers • 175/70R14 low rolling resistance tires & TPMS • Front, side and head curtain airbags • Vehicle Stability Management, ESC with TCS • ABS, EBD, and brake assist with four-wheel disc brakes • Front seatbelt pretensioner • Active front head restraints • Adjustable head restraints for all seating positions • Tachometer • Air conditioning 	<ul style="list-style-type: none"> • AM/FM/XM® Satellite Radio/CD/MP3 audio system with six speakers, and iPod®/USB auxiliary input jacks • Driver seat armrest • Power windows, mirrors and door locks with remote keyless entry with panic • Cloth door insert • Tilt steering wheel • Front door map pockets • Front passenger seatback pocket • 60/40 split folding rear seatback • Dual vanity mirrors • Map, dome and cargo lights • Six-way adjustable driver seat including height adjustment • Front two-speed intermittent wiper • Tinted glass with windshield shade band • Sunglasses holder • Bodycolor mirrors and door handles • Rear defroster with timer • Roof-mounted antenna • Rear wiper
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GS Options:

Automatic transmission (\$1,200 MSRP) includes:

- Six-speed automatic transmission with SHIFTRONIC®, and Active Eco System
- Cruise control

SE Five-Door

The Accent SE M/T MSRP is priced at \$15,895 and includes all the GS equipment plus the following:

<ul style="list-style-type: none"> • Sport-tuned steering • Cruise control • Steering-wheel-mounted audio controls • Bluetooth® hands-free phone system with voice recognition • Leather-wrapped steering wheel and 	<ul style="list-style-type: none"> • Chrome inside door handle • Piano black accents • Sliding armrest storage box • 16-inch alloy wheels with 195/50R16 tires • Fog lights • Rear spoiler
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| shift knob | |
| • Premium cloth seats | |

SE Options:

Automatic transmission (\$1,000 MSRP) includes:

- 6-speed automatic transmission with SHIFTRONIC, and Active Eco System

HIGHLIGHTS FOR 2012 ACCENT

- All-new fourth generation Accent subcompact
- “Fluidic Sculpture” design
- First vehicle to receive the all-new 1.6-liter GDI “Gamma” engine, paired with proprietary six-speed automatic or manual transmissions
- First subcompact car to use Gasoline Direct Injection (GDI)
- Best-in-class fuel economy of 30 mpg city/40 mpg highway
- Best-in-class 138 horsepower
- More fuel efficient than Honda Fit and Toyota Yaris
- Standard VSM, ESC, TCS, ABS with Brake Assist and EBD
- Six standard airbags, active front head restraints and four-wheel disc brakes
- Class-above total interior volume - a subcompact car with the roominess of a compact
- Best-in-class five-door cargo volume
- Strong value – more safety features and best-in-class fuel economy

HYUNDAI MOTOR AMERICA

Hyundai Motor America, headquartered in Costa Mesa, 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 more than 800 dealerships nationwide. All Hyundai vehicles sold in the U.S. are covered by the Hyundai Assurance program, which includes the 5-year/60,000-mile fully transferable new vehicle warranty, Hyundai's 10-year/100,000-mile powertrain warranty, and five years of complimentary Roadside Assistance.

For more details on Hyundai Assurance, please visit www.HyundaiAssurance.com

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