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NEWS BUREAU

FOR IMMEDIATE RELEASE

HYUNDAI ANNOUNCES PRICING FOR 2012 SONATA



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FOUNTAIN VALLEY, Calif., Jan. 18, 2012- Hyundai Motor America is pleased to announce the introduction of the 2012MY Hyundai Sonata.

The award-winning Sonata continues to be a success thanks to its Fluidic Sculpture design, an all-four cylinder engine lineup with best-in-class fuel economy, and five-star safety. Sonata enters the 2012 model year building upon this foundation. With 2012, the Sonata achieves improved fuel economy estimates, incorporates more thoughtful and convenient technology, and adds features to improve the overall vehicle experience. Blue Link®, a full-service telematics offering provides customers with information and access never before found in a Hyundai. New available features such as a larger seven-inch touchscreen navigation with HD Radio Technology® and full panoramic sunroof offer additional amenities within an already well-equipped vehicle.

2012 SONATA MANUFACTURERS SUGGESTED RETAIL PRICING:

Model Engine Transmission MSRP

GLS 2.4L 4-cyl. 6-Speed M/T \$19,795
GLS 2.4L 4-cyl. 6-Speed A/T w/ SHIFTRONIC® \$20,795
GLS 2.4L 4-cyl. 6-Speed A/T w/ SHIFTRONIC® \$20,795
SE 2.4L 4-cyl. 6-Speed A/T w/ SHIFTRONIC® \$23,195
SE 2.0L TGD 4-cyl. 6-Speed A/T w/ SHIFTRONIC® \$24,745
Limited 2.4L 4-cyl. 6-Speed A/T w/ SHIFTRONIC® \$26,445
Limited 2.4L 4-cyl. 6-Speed A/T w/ SHIFTRONIC® \$26,445
Limited 2.0L TGD 4-cyl. 6-Speed A/T w/ SHIFTRONIC® \$28,195

Freight charges for the 2012MY Sonata are \$775.

FUEL ECONOMY

The 2011 Sonata 2.4 GDI A/T achieved a best-in-class highway fuel economy of 35 mpg. For the 2012 model year, Sonata 2.4 GDI A/T not only achieves best-in-class highway but also best-in-class city (24 mpg) and combined fuel economy (28 mpg) according to EPA fuel economy estimates.

The 2012 Sonata 2.0T also received an improved fuel economy rating and now achieves 34 mpg highway (increased from 33 on 2011 2.0T models).

BLUE LINK®

Hyundai has made Blue Link® standard for the 2012 Sonata. Blue Link® provides a host of scalable features accessible through multiple applications whether it be in the car, on your smartphone, or over the web. It provides a level of Assurance, safety, and diagnostics including features such as; automatic crash notification, SOS emergency notification, and enhanced roadside assistance. Blue Link® will be able to provide a list of Essential features for owners creating the ability to access, monitor, and communicate through the vehicle. These features include remote access (lock/unlock), voice-to-text messaging, location sharing, vehicle self diagnostics, theft protection, and parental controls. Finally, Blue Link® will offer Guidance to vehicle users including turn-by-turn navigation, traffic, weather, and an eco-coach system which advises on how to improve driving to meet set goals. With over 30 features, it turns every Hyundai Sonata into the smartest Hyundai ever built.

SAFETY TECHNOLOGIES

- Standard Blue Link® - safety, service and infotainment telematics system
- Three-piece panoramic sunroof standard on Sonata Limited
- New seven-inch touchscreen navigation with HD Radio Technology
- Rear backup camera available on SE with Sunroof and Navigation Package

Standard and Optional Features

GLS

The Sonata GLS M/T MSRP is priced at \$19,795, excluding \$775 freight, and includes the following standard features:

2.4L GDI 4-cylinder (198 HP)
6-speed manual transmission
16-inch steel wheels with full covers
Front, front seat side impact and curtain airbags
Electronic Stability Control (ESC) and Traction Control System (TCS)
Anti-lock Braking System (ABS) with Electronic Brake-force Distribution (EBD)
Front active head restraints
Tire Pressure Monitoring System (TPMS)
Daytime Running Lights (DRL)
Bodycolor front grille and Chrome window belt-line moldings
Solar control glass
Remote keyless entry and alarm
Power windows, locks, heated mirrors
Tilt-and-telescopic steering wheel with cruise and audio controls
Metalgrain interior accents
AM/FM/XM/CD/MP3 with iPod®/USB and Aux input jacks

Air conditioning
Advanced trip computer with custom settings
Integrated Bluetooth® with phonebook transfer
Blue Link® telematics system

GLS Options:

6-speed automatic transmission with SHIFTRONIC® MSRP: \$1,000

- Active ECO System

Popular Equipment Package MSRP: \$750

- 16-inch alloy wheels
- Power driver seat with lumbar support
- Chrome interior door handles
- Leatherette interior panel door inserts
- Automatic light control

SE

SE 2.4L with standard 6-speed automatic starts at \$23,195, excluding \$775 freight, and includes all the GLS A/T Popular Equipment plus the following:

- 2.4L GDI 4-cylinder engine (200 HP)
- Steering wheel mounted paddle shifters
- 18-inch Hyper Silver alloy wheels with performance tires
- Sport-tuned suspension and steering
- Chrome-tipped dual exhaust
- Dark chrome front grille
- Front fog lights
- Chrome exterior door handles
- Proximity entry with push button start
- Sport seats featuring leather bolsters with cloth inserts

SE 2.0T

The SE 2.0T MSRP is \$24,745, excluding \$775 freight, and includes the SE 2.4L equipment plus the following:

- 2.0L Turbo GDI 4-cylinder engine (274 HP)
- Dual automatic temperature control

SE Options:

The SE 2.0T MSRP is \$24,745, excluding \$775 freight, and includes the SE 2.4L equipment plus the following:

- 2.0L Turbo GDI 4-cylinder engine (274 HP)
- Dual automatic temperature control

Navigation and Sunroof Package MSRP: \$2,900

- Power tilt-and-slide sunroof
- Navigation system with high-resolution touchscreen display
- Rear backup camera
- Dimension® premium speakers, subwoofer and external amplifier
- XM NavTraffic®, XM NavWeather®, XM sports, and XM stock (90-day complimentary subscription)
- HD Radio® technology with multicasting

Limited

Limited 2.4L starts at \$26,445, excluding \$775 freight, and includes all the SE equipment (excluding SE sport-tuned suspension & steering and dual exhaust) plus the following:

- 2.4L GDI 4-cylinder (198 HP)
- 17-inch alloy wheels with standard tires
- Panoramic tilt & slide front sunroof with fixed rear glass roof and sunshade
- Side mirror turn signal indicators
- Premium door sill plates
- Leather seating surfaces
- Heated front and rear seat bottom cushions
- Unique interior accents (Piano Black or Woodgrain)
- Dual automatic temperature control
- Floor console mounted rear vents
- HD Radio® technology with multicasting
- Dimension® premium speakers, subwoofer and external amplifier
- Electrochromic auto-dimming rearview mirror with compass
- HomeLink® integrated transceiver

Limited 2.0T

The Limited 2.0T MSRP is \$28,195, excluding \$775 freight, and offers all the features of the Limited 2.4L trim plus the following:

- 2.0L Turbo GDI 4-cylinder engine (274 HP)
- 18-inch Hyper Silver alloy wheels with performance tires
- Steering wheel mounted paddle shifters
- Chrome-tipped dual exhaust

Limited Options:

Navigation Package MSRP: \$2,200

- Navigation system with high-resolution touchscreen display
- Rear backup camera
- Infinity® premium speakers, subwoofer and external amplifier
- XM NavTraffic®, XM NavWeather®, XM sports and XM stock (90-day complimentary subscription)

HYUNDAI MOTOR AMERICA

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