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NEWS BUREAU

FOR IMMEDIATE RELEASE

HYUNDAI ANNOUNCES 2012 ELANTRA PRICING



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COSTA MESA., Jan. 18, 2012 - Hyundai Motor America is pleased to announce the release of the 2012MY Hyundai Elantra. The 2012MY Elantra is rated among the highest in residual value according to ALG, continuing its strong resale performance from a year ago when the 2011MY won the ALG Residual Value Award for the Compact Car segment. The Elantra also continues to deliver 40 MPG highway standard; no other competitor offers 40 MPG highway for all trim levels. Elantra also delivers “class-above” interior roominess. Elantra is categorized by the EPA as a mid-size car rather than a compact car like Civic or Corolla. With 40 MPG highway, “class-above” interior roominess, and a starting price of \$15,345 the 2012MY Elantra delivers exceptional value.

Fuel economy is the most important purchase reason for the compact segment, especially with gas prices exceeding \$4 per gallon in many areas of the U.S. To deliver better fuel economy, all 2012 Elantra automatic transmissions are equipped with an Active Eco System to improve real world fuel economy. The Active Eco System modifies engine and transmission control for improved fuel economy by smoothing out throttle responses. By selecting the Active Eco button, drivers can realize up to a seven percent increase in real-world fuel economy.

2012 ELANTRA MANUFACTURERS SUGGESTED RETAIL PRICING:

Model Engine Transmission MSRP

Elantra GLS 1.8L 4-cyl. 6-Speed M/T \$15,345

Elantra GLS 1.8L 4-cyl. 6-Speed A/T w/ SHIFTRONIC® \$17,595

Elantra GLS 1.8L 4-cyl. 6-Speed A/T w/ SHIFTRONIC® \$17,595

Elantra Limited 1.8L 4-cyl. 6-Speed A/T w/ SHIFTRONIC® \$20,595

Elantra Limited 1.8L 4-cyl. 6-Speed A/T w/ SHIFTRONIC® \$20,595

\$775 freight charge not included

NEW EQUIPMENT HIGHLIGHTS FOR 2012MY

- Active Eco System is standard on all Elantra automatic transmissions to improve real world fuel economy up to 7%
- Front fog lights added to the GLS Preferred Package to improve the front exterior appearance
- The GLS Preferred model adds a passenger side sunvisor extension to complement the driver side
- The Limited badge was redesigned for better visibility
- The horn sound was improved to sound more prominent on all trim levels

Standard and Optional Features

GLS Manual Transmission

The Elantra GLS M/T MSRP is priced at \$15,345, excluding \$760 freight, and includes the following standard features:

- 1.8L Nu MPI 4-cylinder engine
- 6-speed manual transmission
- 15-inch steel wheels with full wheel covers and P195/65R15 tires
- Motor Driven Power Steering (MDPS)
- Advanced dual front airbags with Occupant Classification System (OCS), front seat-mounted side-impact airbags, and roof-mounted side-curtain airbags
- Vehicle Stability Management (VSM), Electronic Stability Control (ESC) and Traction Control System (TCS)
- Anti-lock Braking System (ABS) with Brake Assist, Electronic Brake-force Distribution (EBD), 4-wheel disc brakes, and Tire Pressure Monitoring System (TPMS)
- Adjustable head restraints for all seating positions
- Daytime running lights
- AM/FM/XM® Satellite Radio/CD/MP3 audio system with 6 speakers and iPod®/USB auxiliary input jacks
- A/C prep package
- Trip computer
- Power windows with driver's auto-down, power door locks, dual heated power outside mirrors, and remote keyless entry system with alarm
- Tilt steering wheel
- Front 2-speed intermittent wipers
- Map lights with sunglass holder, dome lamp and cargo area light
- 6-way adjustable driver's seat including height adjustment
- Front passenger seatback pocket, front and rear door map pockets
- Center console with storage compartment and armrest
- Lower multi-box with cover
- 60/40 split fold-down rear seatback & rear center armrest with cupholders
- Tinted glass
- Bodycolor door handles and mirrors
- Rear defroster
- Trunk lid inner cover

GLS Options:

GLS Comfort Package – M/T only MSRP: \$1,250

(Late availability. Available to order.)

- Air conditioning
- Cruise control
- Telescopic steering wheel
- Solar glass
- Windshield shade band
- 16-inch steel wheels with full wheel covers and P205/55R16 tires

GLS Automatic Transmission

The Elantra GLS A/T MSRP is priced at \$17,595, excluding \$760 freight, and includes the GLS manual transmission content plus the following:

- 6-speed automatic transmission with SHIFTRONIC®
- Active Eco System
- 16-inch steel wheels with full wheel covers and P205/55R16 tires
- Air conditioning
- Cruise control
- Telescopic steering wheel
- Solar glass
- Windshield shade band

GLS A/T Options:

GLS Preferred Package – A/T only MSRP: \$600

- 16-inch alloy wheels
- Steering wheel audio controls
- Bluetooth® hands-free phone system with Voice Recognition
- Fog lights
- Cloth insert door trim
- Sliding center armrest
- Illuminated vanity mirrors with extensions
- Illuminated ignition

Limited

Limited with standard 6-speed automatic starts at \$20,595, excluding \$760 freight, and includes all the GLS Preferred Package plus the following:

- 17-inch alloy wheels with P215/45R17 tires
- Power tilt-and-slide sunroof
- One touch up drivers window
- Leather wrapped steering wheel and shift knob
- Leather seating surfaces
- Heated front and rear seats
- Black chrome grille
- Side repeater mirrors
- Limited badge

Limited Options:

Technology Package MSRP: \$2,100

- Navigation system with 7-inch screen
- Rearview camera
- 360-watt premium audio with external amplifier
- Automatic headlamps

- Proximity key entry with electronic push button start
- Immobilizer

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.

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