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NEWS BUREAU

FOR IMMEDIATE RELEASE

HYUNDAI AND MOTOZUMA HELP FIRST-TIME CAR BUYERS BUILD SAVINGS



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Hyundai Matches up to \$500 of Motozuma Account Savings Towards the Purchase of a New Hyundai

FOUNTAIN VALLEY, Calif., June 14, 2011 – With the recent introduction of the 2012 Accent, Hyundai is making it easier for first-time car buyers to purchase an affordable, value-rich vehicle. Hyundai is continuing to offer industry-leading value to consumers with the renewal of its partnership with Motozuma. Motozuma.com is a free social savings website where consumers can save money to be used for a down payment on a new vehicle purchase. Motozuma users can save their own money or money they are gifted by family and friends.

Hyundai will continue to offer a dollar-for-dollar matching incentive up to \$500 for a consumer that buys a new 2011 – 2012 Hyundai using their Motozuma account funds as a down payment. Hyundai matches the dollars and Motozuma acts as the facilitator of the down payment at the dealership.

“We are very excited to have Hyundai as a partner for a second year,” said John Morgan, president, Motozuma. “Their great vehicle lineup has been a perfect fit for our Motozuma savers, many of whom have made their first vehicle purchase a Hyundai. The partnership has been a true win-win by creating value for Motozuma users and providing Hyundai access to future car buyers. We look forward to helping more people save for, and save on, their next vehicle purchase.”

Motozuma users are primarily younger, first-time car buyers. The site provides them with valuable educational and online tools to help them through the car buying process. Users can select the Hyundai they are saving for, create a profile, set a goal, and send e-cards to their friends and family to solicit social giving.

“We are excited to help new car buyers purchase the Hyundai vehicle on their wish list,” said Dave Zuchowski, executive vice president, National Sales, Hyundai Motor America. “First-time buyers are savvier and smarter than ever and Hyundai is proud to offer them an impressive line-up of fuel-efficient, affordable, and stylish cars.”

MOTOZUMA

Motozuma.com is a free social savings web site that helps consumers save for a down payment on their next vehicle.

Motozuma.com provides its users an interactive, customizable platform to receive monetary gifts from family and friends as well as save their own money towards their next vehicle purchase. The Motozuma Match Program allows partners, such as Hyundai, the ability to offer a dollar for dollar match on Motozuma members' funds when they purchase a new vehicle. Motozuma was founded in 2009 and is headquartered in Chicago, IL.

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 about 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 5-years of complimentary Roadside Assistance.

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