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NEWS BUREAU

FOR IMMEDIATE RELEASE

## HYUNDAI VEHICLES NOW INCLUDE THREE YEARS OF COMPLIMENTARY ASSURANCE CONNECTED CARE SERVICE

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### ***Safety and Car Care Features Standard on All Blue Link-Equipped Models***

**COSTA MESA, Calif., May 16, 2013** – Starting today, all new Blue Link-equipped Hyundai vehicles will come standard with three years of complimentary Assurance Connected Care service. Announced at the 2013 New York International Auto Show in March, Assurance Connected Care is powered by the automaker's Blue Link telematics platform, which now has enrolled over 400,000 subscribers. Assurance Connected Care makes Hyundai the only non-premium automaker to offer a complete package of complimentary safety and car care services to its owners.

Assurance Connected Care is a suite of safety and car care features providing Hyundai owners with free proactive services including automatic collision notification, SOS emergency assistance, enhanced roadside assistance, monthly vehicle diagnostics reports and maintenance alerts. Assurance Connected Care makes Hyundai the first manufacturer to include this degree of built-in safety and car care services standard for three years. The service is fully transferable to subsequent owners within three years of the vehicle's date of first use.

"Assurance Connected Care gives us the opportunity to remind our customers that Hyundai 'has your back,'" said Barry Ratzlaff, Director of Customer Connect, Hyundai Motor America. "This new suite of Assurance features allows drivers to feel safe and secure and enjoy a worry-free car ownership experience. With a simple press of a button in the vehicle, Blue Link agents are available 24/7/365 to help in emergencies or to schedule car care."

Assurance Connected Care is currently starring in Hyundai's newest promotional campaign, which features a brand new remix of Bob Marley's iconic track, "Three Little Birds" created by Stephen Marley and producer/DJ Jason Bentley. The track is part of the *Legend: Remixed* project, a collection of remixed Bob Marley classics, created by renowned artists.

Updates to Blue Link packaging and pricing also will take effect with the introduction of Assurance Connected Care. Owners of Blue Link-equipped vehicles with active Assurance Connected Care service will have the option to upgrade at a reduced price, making features such as remotes start, stolen vehicle recovery and turn by turn navigation an even better value. Full pricing and packaging details will be posted on <http://www.hyundaibluelink.com/>.

## **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 820 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 limited warranty, Hyundai's 10-year/100,000-mile powertrain limited warranty, and five years of complimentary Roadside Assistance. Hyundai Assurance includes Assurance Connected Care that provides Hyundai owners with proactive safety and car care services made possible by the Hyundai Blue Link telematics platform, complimentary for three years. These services include Automatic Collision Notification, Enhanced Roadside Assistance, Vehicle Diagnostic Alert, Monthly Vehicle Health Report and in-vehicle service scheduling.

**>>[CLICK HERE](#)<< to view the Full Hyundai Assurance Connected Care Media Kit**

For more details on Hyundai Assurance, please visit [www.HyundaiAssurance.com](http://www.HyundaiAssurance.com)

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