



Hyundai Motor America
10550 Talbert Ave, Fountain Valley, CA 92708
MEDIA WEBSITE: HyundaiNews.com
CORPORATE WEBSITE: HyundaiUSA.com

FOR IMMEDIATE RELEASE

2014 HYUNDAI VELOSTER EARNS TOP SAFETY RATING FROM NHTSA



Jim Trainor
Director
(714) 594-1629
jtrainor@hmausa.com

ID: 40584



FOUNTAIN VALLEY, Calif., March 28, 2014 – The National Highway Traffic Safety Administration (NHTSA) awarded an overall five-star crash test rating, the highest rating given by the organization, to the all-new [2014 Hyundai Veloster](#). Separated by test, the vehicle received four stars in front and rollover crash tests, and five stars in the side crash test. This is the first time the Veloster has been rated under NHTSA's tougher tests and five-star rating system.

The Veloster employs exceptional levels of standard safety features by means of a Vehicle Stability Management (VSM) system, which optimally manages ESC (Electronic Stability Control) and the Motor-Driven Power Steering (MDPS).

For 2014, the Veloster comes in several configurations: Veloster, Veloster Turbo and, new for 2014, the RE:FLEX and Veloster Turbo R-Spec. All variants utilize Hyundai's 1.6-liter Gasoline Direct Injection (GDI) engine, while Veloster Turbo and Veloster Turbo R-Spec receive a force-fed diet of high-pressure air through a new, twin-scroll turbocharger. With a combination of safety, sportiness and fun, the Veloster continues to breathe new life into the subcompact car category.

“The Veloster nameplate was designed to bring a new, unconventional look to the subcompact car segment without compromising occupant safety,” said Scott Margason, director, Product Planning, Hyundai Motor America. “Through the employment of high-tech safety systems like Electronic Brake-force Distribution and Brake Assist and the use of high-strength, yet lightweight materials during construction, we are able to deliver a package that is unique, but safer than ever.”

All Velosters are given Hyundai’s state-of-the-art braking package. The package includes four-wheel disc brakes and an Anti-Lock Braking System (ABS) including Brake Assist, which provides maximum braking force when a panic stop is detected, and Electronic Brake-force Distribution (EBD), to automatically adjust the braking force to front and rear axles based on vehicle loading conditions. Additionally, all Velosters feature six airbags—including dual front, front seat-mounted side-impact, and front and rear side curtain airbags, along with a rear-view camera and daytime running lights for added safety and security.

With its five star NHTSA rating, the Veloster joins the Elantra, Elantra GT, Genesis, Genesis Coupe, Santa Fe, Santa Fe Sport and Sonata which all received five stars overall from the NHTSA in their most-recent model years.

NATIONAL HIGHWAY TRAFFIC SAFETY ADMINISTRATION

NHTSA is dedicated to achieving the highest standards of excellence in motor vehicle and highway safety. The agency strives to exceed the expectations of its customers through its core values of Integrity, Service and Leadership. NHTSA provides leadership to the motor vehicle and highway safety community through the development of innovative approaches to reducing motor vehicle crashes and injuries.

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 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 owners of Hyundai models equipped with the Hyundai Blue Link telematics system with proactive safety and car care services 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.

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

Please visit our media website at www.hyundainews.com and our blog at www.hyundailikesunday.com

Hyundai Motor America on [Twitter](#) | [YouTube](#) | [Facebook](#)

###