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NEWS BUREAU

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HYUNDAI GOES BEHIND-THE-SCENES WITH FIVE 2014 SEMA PROJECTS IN LATEST VIDEO

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FOUNTAIN VALLEY, Calif., Oct. 29, 2014 - Hyundai has released a new video showcasing its five custom vehicles set to be unveiled next week at the [2014 SEMA Show](#) in Las Vegas, NV. SEMA veterans [John Pangilinan](#), [Bisi Ezerioha](#), [John Toca](#), [Lerry Liu](#) and [Sam Lee](#) give insights on where their inspiration came from as they work to bring their best to this year's SEMA Show.

The video may be viewed on YouTube at the following link: <https://www.youtube.com/watch?v=xmUyrPkYptc>



THE ROAD TO SEMA 2014

A CONVERSATION WITH THE BUILDERS

Click [here](#) to see additional media materials on 2014 SEMA.

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 Blue Link Connected Care provides owners of Hyundai models equipped with the Blue Link telematics system with proactive safety and car care services complimentary for one year with enrollment. 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
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