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NEWS BUREAU

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ALL-NEW 2016 HYUNDAI TUCSON STARTS AT \$22,700

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Well-Equipped Tucson Features Sporty Styling, Outstanding Efficiency and Leading Safety Technologies

FOUNTAIN VALLEY, Calif., July 14, 2015 – Hyundai's all-new [2016 Tucson](#) compact crossover offers an unmatched combination of a modern design, enhanced driving dynamics, increased utility and the latest in safety and entertainment technologies, all with a starting price of \$22,700. Hitting dealers later this month, the Tucson is ideally suited for today's crossover buyers who are demanding a vehicle solution that fits seamlessly into their busy lifestyles.

Tucson is available in four distinct trim levels, each with a compelling value proposition, offering a Tucson for different buyer preferences. Those include:

- **SE:** Well-equipped, price-leading model including popular options
- **Eco:** Affordable turbo model that delivers more power and improved fuel economy
- **Sport:** Features sporty cues and driving dynamics
- **Limited:** Luxury model with leather, advanced technology and other premium features

"The all-new Tucson hits the sweet spot of what consumers are looking for in a compact crossover with competitive pricing advantages at every trim level," said Scott Margason, director, Product Planning, Hyundai Motor America. "For example, the Tucson SE has a MSRP advantage and averages \$700 in additional content compared to its competitors in the class. As Tucson competes in one of the fastest growing and most competitive segments in the industry, we can't wait for the 2016 Tucson to make

its way to dealers in just a few short weeks.”

2016 HYUNDAI TUCSON PRICING BREAKDOWN

Model	Engine	Transmission	Drivetrain	MSRP
SE	2.0L 4-Cylinder	6-Speed Automatic	FWD	\$22,700
SE	2.0L 4-Cylinder	6-Speed Automatic	AWD	\$24,100
Eco	1.6L Turbo 4-Cylinder	7-Speed EcoShift Dual Clutch	FWD	\$24,150
Eco	1.6L Turbo 4-Cylinder	7-Speed EcoShift Dual Clutch	AWD	\$25,550
Sport	1.6L Turbo 4-Cylinder	7-Speed EcoShift Dual Clutch	FWD	\$26,150
Sport	1.6L Turbo 4-Cylinder	7-Speed EcoShift Dual Clutch	AWD	\$27,550
Limited	1.6L Turbo 4-Cylinder	7-Speed EcoShift Dual Clutch	FWD	\$29,900
Limited	1.6L Turbo 4-Cylinder	7-Speed EcoShift Dual Clutch	AWD	\$31,300

Freight charges for the 2016 Tucson are \$895 and not included in the prices above.

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 830 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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