



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

NEWS BUREAU

FOR IMMEDIATE RELEASE

ALL-NEW 2017 HYUNDAI ELANTRA PRICED AT \$100 LESS THAN THE AWARD-WINNING MODEL IT REPLACES - STARTS AT \$17,150



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



Robin Warner
Manager of Midwest Product Public Relations
(734) 337-2552
rwarner@hmasusa.com

ID: 44836



**Value-Packed Elantra Offers Leading Technology and Generous Amenities
Including Automatic Emergency Braking with Pedestrian Detection, Smart Cruise Control and Dynamic Bending Light**



FOUNTAIN VALLEY, Calif. Jan. 15, 2016 – Hyundai Motor America today announced pricing for the all-new [2017 Elantra](#) starting at \$17,150. The 2017 Elantra enters its sixth-generation with a refined design and modern style combined with class-above features, the latest in safety and multimedia technology, and a base price that is \$100 less than the outgoing model. Assembled in both Montgomery, Alabama and Ulsan, South Korea, the new Elantra presents a strong value proposition with its all-new efficient powertrains for improved fuel economy, better ride quality and noise insulation and segment-first premium conveniences that help set it apart from the rest of the compact car class.

The 2017 Elantra is offered in three distinct trim levels to meet the needs of varying consumer preferences:

- **SE**: Well-equipped model with popular options and technology
- **Eco**: Fuel-efficient turbo model
- **Limited**: Premium model with leather, advanced safety technology and features

2017 HYUNDAI ELANTRA PRICING BREAKDOWN

The SE and Limited trims are arriving in dealerships this month. The Eco trim will be available this Spring, with pricing announced at a later date. A Sport model, the most dynamic Elantra ever, will appear later in the year.

Model	Engine	Transmission	MSRP
SE	2.0L 4-cylinder	6-speed Manual Transmission	\$17,150
SE	2.0L 4-cylinder	6-speed Automatic Transmission with SHIFTRONIC®	\$18,150
Limited	2.0L 4-cylinder	6-speed Automatic Transmission with SHIFTRONIC®	\$22,350

Freight charges for the 2017 Elantra are \$835 and not included in the prices above.



“As Hyundai’s best-selling vehicle, it is essential that the all-new Elantra delivers a compelling value in a particularly competitive and important segment,” said Scott Margason, director, Product Planning, Hyundai Motor America. “Not only is the 2017 Elantra priced

\$100 less than the outgoing model, we also enhanced the value on our most popular option package to provide consumers with access to premium features and technology on volume models. For example, the Elantra SE with Popular Equipment package costs \$200 less than before, but adds additional content such as a seven-inch Display Audio system with rearview camera and smartphone integration with Apple CarPlay and Android Auto at a significant value."

Elantra's base SE trim is available with a Popular Equipment package featuring high consumer demand features, and a Tech package that includes all-new luxuries for Elantra such as LED daytime running lights, Blind Spot Detection with Rear Cross-Traffic Alert, and a segment-exclusive hands-free smart trunk.

The well-appointed Elantra Limited trim starts at \$22,350 with standard leather seating and offers a Tech Package that contains the latest multimedia technology including eight-inch touchscreen navigation with Infinity premium audio system and the segment's first application of Clari-Fi® Music Restoration Technology. Additionally, the available Limited Ultimate package introduces premium convenience features to the compact class segment such as a segment-first integrated memory system for the driver seat and outside mirrors, and new safety technology all designed to enhance driver confidence and comfort. The Ultimate Package democratizes the technology found in class-above vehicles by offering a suite of advanced safety features including Automatic Emergency Braking with Pedestrian Detection, Lane Keep Assist System, and HID headlights with Dynamic Bending Light.

Both the Elantra SE and Limited trims are powered by an all-new 2.0L Nu MPI Atkinson cycle 4-cylinder engine providing 147 horsepower and 132 lb.-ft. of torque for smooth power delivery for every day driving. This engine is paired with either a standard six-speed manual or Elantra's available next generation six-speed automatic transmission that delivers a more natural and linear driving feel compared with a Continuously Variable Transmission that many compact car competitors have adopted in recent years. This new powertrain also helps the Elantra SE achieve an EPA fuel economy rating of 33 mpg combined for improved efficiency over the previous model. In addition, the fuel-efficient Eco trim features an all-new 1.4-liter Kappa turbocharged GDI four-cylinder engine with an EcoShift seven-speed dual-clutch transmission and will be available later this year.

The new Elantra is equipped with seven standard airbags and is expected to receive a Top Safety Pick+ rating from the Insurance Institute for Highway Safety (IIHS) and a 5-Star Safety Rating from the National Highway Traffic Safety Administration (NHTSA).

HYUNDAI MOTOR AMERICA

Hyundai Motor America, headquartered in Fountain Valley, Calif., is a subsidiary of Hyundai Motor Company 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 three years 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

Please visit our media website at www.hyundainews.com

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

###