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NEWS BUREAU

FOR IMMEDIATE RELEASE

## HYUNDAI MOTOR AMERICA ANNOUNCES NEW “IONIQ UNLIMITED” SUBSCRIPTION-BASED OWNERSHIP EXPERIENCE AT THE LOS ANGELES AUTO SHOW



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**New Subscription-based Ioniq Electric Vehicle Ownership Experience Creates a Truly Carefree and Affordable Means of Clean, Emissions-free Transportation**

**Negotiation-free Process includes One Monthly Installment for the Ioniq Electric, Unlimited Mileage, Electric Charging, Scheduled Maintenance and No Down Payment**

**LOS ANGELES, Nov. 16, 2016** – Today, Hyundai Motor America announced its new “Ioniq Unlimited” electric vehicle subscription-based ownership experience at the 2016 Los Angeles Auto Show. This innovative new ownership experience offers a truly worry-free means to drive Hyundai’s newest zero-emission, eco-focused vehicle, the 2017 Ioniq Electric. Ioniq Electric shoppers will be able to select one fixed payment that includes unlimited mileage, electric charging costs, scheduled maintenance, wear items and all typical purchase fees such as registration. The Ioniq Unlimited ownership experience begins availability in California in early

2017.



### **NEW OWNERSHIP EXPERIENCE**

"We're excited to offer Ioniq Unlimited as an innovative, worry-free means of clean, zero-emission vehicle ownership along with our new Ioniq Electric vehicle," said Dean Evans, vice president of marketing, Hyundai Motor America. "This new ownership experience adds to the satisfaction of driving a no-compromise, clean vehicle with unlimited mileage and zero hidden costs. It was time to make clean vehicle ownership easy for everyone."

Ioniq Unlimited, besides offering a negotiation-free single-payment method, offers an entirely new concept in vehicle ownership that eco-focused owners will appreciate. It includes a unique online buying experience, where customers can select their exact vehicle from their preferred dealer's inventory for a 36-month term, and preview their all-inclusive monthly payment online. Once they complete a credit application and are approved, they go directly to the dealership to complete the purchase. Once at the dealer, there's no haggling; just sign a few forms and drive away in an advanced emissions-free electric vehicle. Hyundai carefully designed the entire process to be the most transparent, stress-free and enjoyable ownership experience on the market today





## **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<sup>®</sup> 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](http://www.HyundaiAssurance.com)

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