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NEWS BUREAU

FOR IMMEDIATE RELEASE

HYUNDAI'S "IONIQ UNLIMITED+" SUBSCRIPTION PROGRAM ALIGNS WITH EARTH DAY



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IONIQ UNLIMITED+

**New Subscription Program Creates a Carefree and Affordable Means of Clean,
Emissions-free Transportation**

**One Monthly Payment Includes the Ioniq Electric, Unlimited Mileage,
Electric Charging and Maintenance**

FOUNTAIN VALLEY, Calif., April 20, 2017 – Just prior to Earth Day 2017, Hyundai Motor America launched its new "Ioniq Unlimited+" electric vehicle subscription program for California residents. This innovative program offers a carefree way to drive Hyundai's newest zero-emission, eco-focused vehicle, the 2017 Ioniq Electric.

Ioniq Electric shoppers in California are now able to select one fixed payment for a 36-month term. No other manufacturer offers this kind of subscription option for their electric vehicle offerings. Hyundai carefully designed the entire process to be the most transparent, stress-free and enjoyable vehicle subscription experience on the market today.

The monthly payment includes:

- \$0 initiation fee after rebate
- Hassle-free transaction
- Initial tax, title, license and fees (except California sales tax)
- Unlimited mileage (no mileage penalties)
- Electric charging reimbursement

- Scheduled maintenance
- Vehicle wear items

IONIQ

UNLIMITED+

SUBSCRIPTION PROGRAM PARAMETERS

Ioniq Unlimited+ provides zero initiation costs after rebate, where the customers' initial \$2,500 down payment is offset by the California electric vehicle rebate. This initiation fee includes all taxes (except California sales tax) and dealer charges, as well as the first monthly payment. The remaining monthly subscription payment is based simply on the Ioniq Electric model chosen.

Ioniq Unlimited+ Subscription	
Ioniq Electric Trims	Monthly Payment
ELECTRIC	\$275 + tax
LIMITED	\$305 + tax
LIMITED w/ Ultimate Package	\$365 + tax

SUBSCRIPTION-BASED EV MOBILITY PROGRAM

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

Ioniq Unlimited+, besides offering a hassle-free single-payment method, offers an entirely new concept of electric vehicle subscription that eco-focused shoppers will appreciate. It includes a unique online buying experience, where customers can select the exact vehicle from their preferred dealer's inventory and preview the all-inclusive monthly payment online. Once they complete a credit application and are approved, they go directly to the dealership to complete the purchase. At the dealer, the shopper just signs a few forms and drives away in an Ioniq Electric. The tax, title, license, and dealer fees are included. Equally important to many EV customers, the Ioniq Electric will be HOV-sticker eligible, allowing Ioniq drivers to use carpool lanes on their daily travels.

WORRY-FREE VEHICLE SUBSCRIPTION EXPERIENCE

Ioniq Unlimited+ owners can enjoy their full driving experience worry-free, because there are no mileage penalties during the 36-month subscription period. The program also includes reimbursement for electricity used by the owner, based on the number of miles driven, up to the first 50,000 miles. This electricity credit will be applied directly to the owners' subsequent monthly payment, for immediate monetary benefit to the customer. Even more, all service, maintenance and wear items on the Ioniq Electric are also included during the first 50,000 miles, further enhancing the worry-free experience. The Ioniq Unlimited+ program creates an entirely new means of mobility that addresses the major, well-known stress points associated with traditional automotive leases.



The Ioniq Electric initially will be available to Los Angeles/Orange/Riverside county residents only, expanding to Northern California and San Diego later this year. The Ioniq Unlimited+ subscription program is only available to California residents.

IONIQ ELECTRIC PURCHASING OPTIONS

For those customers who are interested in a more traditional buying experience, a direct purchasing option is available for the Ioniq Electric. The purchasing options include Hyundai's industry-leading Lifetime Battery Warranty and America's Best Warranty for the entire Ioniq powertrain, to the original purchaser.

IONIQ Electric Model	MSRP*
ELECTRIC	\$29,500
LIMITED	\$32,500
LIMITED w/ Ultimate Package	\$36,000

*Freight charge of \$835 not included

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

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