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NEWS BUREAU

FOR IMMEDIATE RELEASE

2018 HYUNDAI SONATA EARNS 2017 IIHS TOP SAFETY PICK+ AWARD



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FOUNTAIN VALLEY, Calif., Aug. 30, 2017 – In one of the industry’s most demanding vehicle tests, the 2018 Hyundai Sonata earned the Insurance Institute of Highway Safety’s highest accolade for safety, receiving a 2017 TOP SAFETY PICK+ award when equipped with optional front crash prevention and dynamic bending headlights. The IIHS TOP SAFETY PICK+ award helps consumers select vehicles that offer the highest level of crash protection.



“Above all other things, safety of the occupants is the single most important factor when designing and engineering Hyundai vehicles,” said Mike O’Brien, vice president, corporate and digital planning, Hyundai Motor America. “The IIHS TOP SAFETY PICK+ award is a testament to our emphasis on safety at every price point and we pride ourselves on providing our customers with ‘better’ because it is what drives us.”

For 2017, the requirements for TOP SAFETY PICK+ were tightened. To qualify, winners must earn good ratings in each of the Institute’s five crashworthiness tests – small overlap crash test, moderate overlap crash test, side and roof strength, and head restraint tests – and have an available front crash prevention system earning an advanced or superior rating. Winners must also score no less than an acceptable rating in the headlight test.

For 2018, the Sonata offers even more safety features. In addition to seven standard airbags (dual front, side, and curtain, as well as driver’s knee) and a battery of safety systems (VSM, ESC, TCS, ABS, EBD, BA, and TPMS) including Blind Spot Detection (BSD) with Rear Cross-Traffic Alert (RCTA). The Sonata is the only midsize car sold with this safety technology as standard equipment. Despite the fact that drivers spending a tiny amount of time in reverse, one-quarter of all accidents happen when someone is backing up. BSD with RCTA gives drivers peace of mind that the road behind them is clear. Furthermore, there’s also a new Lane Departure Warning system with an enhanced Lane Keep Assist function available.

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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