

News Release

Hyundai and Sonata Recognized for Long-Term Ownership Value by Kelley Blue Book

- Both the Hyundai brand and its mid-size car, the Sonata, were recognized in industry-leading value analysis

CHICAGO, Feb. 8, 2018 – Having already been recognized for its [innovative design](#) and [leading safety features](#) in recent months, the [2018 Hyundai Sonata](#) now has been awarded Kelley Blue Book's 5-Year Cost to Own award for the mid-size class. Furthermore, Hyundai was named the top non-luxury brand overall, highlighting its continued emphasis on not only a great customer experience, but industry-leading ownership value for its customers.





Based on Kelley Blue Book's 5-year Cost to Own data for new cars projected over their initial five-year ownership period, the awards highlight brands that go beyond the initial purchase and provide excellent value for car buyers. Both the Sonata in the mid-size class and Hyundai overall showed significant savings when considering ownership realities such as insurance fees, maintenance and repair costs and expected fuel costs.

"The fact that not only the Sonata, but Hyundai overall, is being recognized highlights our focus on making every aspect of vehicle ownership better," said Scott Margason, director, Product Planning, Hyundai Motor America. "For the Sonata, it's yet another indication that the redesigned 2018 model is pushing the boundaries of what can be expected. For Hyundai as a whole, it highlights our view that quality driver experience includes value over time."

Created to help shoppers make more informed car-buying decisions, Kelley Blue Book's 5-Year Cost to Own information takes into consideration depreciation, expected fuel costs, finance and insurance fees, maintenance and repair costs, and state fees for all new models. The 5-Year Cost to Own Awards highlight new vehicles and brands (luxury and non-luxury) with the lowest projected ownership costs over a five-year period, breaking down ownership cost details and naming the brands and models with the lowest projected total.

Hyundai Motor America

Hyundai Motor America is focused on delivering an outstanding customer experience grounded in design leadership, engineering excellence and exceptional value in every vehicle we sell. Hyundai's technology-rich product lineup of cars, SUVs and alternative-powered electric and fuel cell vehicles is backed by Hyundai Assurance—our promise to deliver peace of mind to our customers. Hyundai vehicles are sold and serviced through more than 830 dealerships nationwide and the majority sold in the U.S. are built at U.S. manufacturing facilities, including Hyundai Motor Manufacturing Alabama. Hyundai Motor America is headquartered in Fountain Valley, California, and is a subsidiary of Hyundai Motor Company of Korea.

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