

News Release

2019 Hyundai Kona Electric Pricing Confirms an Unprecedented Sub-\$30K Electric Crossover Value with 258 Miles of Range

- **Kona Electric Starts Below \$30,000 with Available \$7,500 Tax Credit**
- **Generous 258-Mile Estimated Range Meets More Varied Lifestyle Needs**
- **New Electric CUV offers Youthful Design, Sporty Driving Character, Leading Safety Technology and Advanced Infotainment Features in an Affordable, Compact Footprint**
- **Abundant Suite of Standard Safety Equipment**

FOUNTAIN VALLEY, Calif., Dec. 14, 2018 – Hyundai today announced the starting price for its long-awaited 2019 Kona Electric convention-breaking electric crossover. The Kona Electric starting price is \$36,450, for an effective net price of \$28,950 (\$29,995 including delivery), with the electric vehicle tax credit of \$7,500 factored in. Customers may receive the available federal tax credit of up to \$7,500, dependent on individual tax circumstances, yielding a sub-\$30,000 net value. Pricing for other Kona Electric trims will be announced shortly.

Kona Electric rides on an all-new CUV platform and is Hyundai's first compact electric crossover for the U.S. market, appealing to consumers with active, eco-focused lifestyles of all kinds. Kona Electric models will be produced in Ulsan, Korea and will be available in the beginning of 2019, with initial availability in California and subsequently in the ZEV-focused states in the western and northeastern regions of the U.S. market.

"Our new Kona Electric crossover is an exceptionally affordable, stylish and efficient compact electric CUV, tailored to the needs of customers who pursue eco-focused active lifestyles requiring generous range," said Mike O'Brien, vice president of Product, Corporate and Digital Planning, Hyundai Motor America. "We're confident it will set new standards for the electric-propelled compact CUV segment,



with outstanding value, range flexibility, appealing design, cutting-edge connectivity and class-leading available safety features.”



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, with the majority sold in the U.S. 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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