

News Release

Dade-Broward Hyundai Dealers and Miami International Auto Show Present 2020 Hyundai Sonata to Giveaway Winner

- South Florida resident receives keys just in time for the Holidays

MIAMI, Dec. 20, 2019 –The Dade-Broward Hyundai Dealers and the [Miami International Auto Show](#) awarded the lucky winner of the auto show’s consumer giveaway with an all-new [Hyundai Sonata](#) just in time for the Holiday season. A South Florida resident was presented with this year’s vehicle giveaway— a 2020 Hyundai Sonata SEL Plus with a manufacturer’s suggested retail price of \$28,670 on Thursday, December 19 at [Lehman Hyundai](#).



South Florida’s Mr. William Lehman with winner Steven Cruz and Justin Dash, president of Lehman Dealership Enterprises, 2019 Show Chairman of the 2019 Miami International Auto Show, with Cliff Ray, Show Coordinator of the Miami International Auto Show.



“The Hyundai Sonata has been a popular vehicle in the South Florida market for some time, and the completely redesigned model continues to take the segment to a whole new level with its sports coupe design cues and technology features,” said Justin Dash, president of Lehman Dealership Enterprises, chairman of the South Florida Automobile Dealers Association and show chairman of the 2019 Miami International Auto Show. “On behalf of the Miami International Auto Show presented by the South Florida Automobile Dealers Association and the Dade-Broward Hyundai Dealers, I am delighted to present this year’s vehicle giveaway and continue the momentum of the Hyundai Sonata in South Florida.”

The 49th edition of the Miami show, the first major auto show of the season, presented several hundred new cars, crossovers and SUVs from the major manufacturers, including the Southern Region debut of the 2020 Hyundai Sonata, which was also selected as this year’s annual consumer giveaway vehicle.

The Sonata is Hyundai’s longest standing and most successful model, offering a bold, distinctive design, technologies and advanced safety features. The all-new Sonata is the first sedan designed with Hyundai’s Sensuous Sportiness design language. It is a fully transformed vehicle showcasing a sporty four-door-coupe look and represents Hyundai’s new focus on creating emotional value using proportion, styling, and technology.

The latest Sonata is the first model to be based on Hyundai’s new, innovative vehicle platform, which delivers improvements in overall driving performance. The car uses an extensive application of advanced technologies to boost comfort, convenience and active safety, including Digital Key Technology—allowing the vehicle to be unlocked, started and driven without a physical key.

The Miami International Auto Show is presented by the South Florida Automobile Dealers Association, which comprises nearly 200 dealerships in Miami-Dade, Broward, Palm Beach and Monroe counties, making it larger than some state-wide auto dealer groups. The 49th edition Miami show closed with more than a 10 percent increase in consumer attendance from the previous year.

Hyundai Motor America

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our cars to the way we treat the people who drive them, making things better is at the heart of everything we do. 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 create a better experience for customers. Hyundai vehicles are sold and serviced through more than 830 dealerships nationwide and nearly half of those sold in the U.S. are built at 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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