

News Release

Hyundai's Venue Added to 2020 Consumer Guide® Best Buy Lineup

- **All-New 2020 Hyundai Venue Brings Iconic Style, FUNctionality and Charisma to Urban Streets**
- **Appealing Starting Price of \$17,350**
- **'Right-Sized' Urban Compact SUV: Impressive Fuel Economy; Desirable Connectivity Conveniences and Abundant Standard Safety**

FOUNTAIN VALLEY, Calif., May 4, 2020 – Hyundai [Venue](#) is the most recent addition to the 2020 Consumer Guide Best Buy Lineup thanks to a rare mid-year evaluation by the publication. From everyday activities to weekend fun, Venue is a great fit in accommodating busy lifestyles with an abundance of personality and practical features, including preventative safety, maneuverability and connectivity. Venue joins three additional Hyundai products originally selected to the 2020 Consumer Guide Best Buy roster including the [Hyundai Palisade](#) - midsize crossover, [Kona](#) - subcompact crossover for the second year in a row and [Accent](#) - subcompact car for the third year in a row. Venue is built in Ulsan, Korea and is on sale at Hyundai dealerships across the country.



Hyundai 2020 Venue

“We appreciate the rare mid-year addition of the Hyundai Venue to Consumer Guides’ widely respected 2020 Best Buy list,” said Scott Margason, director, Product Planning, Hyundai Motor North America. “The recognition reinforces the embodiment of value and functionality in a small, charismatic product offering, during a time in which extravagant purchases have been put-on-hold.”

According to Consumer Guide judges, multiple factors contributed to Venue’s addition to the list. The Venue’s subcompact size makes it one of the smallest and most affordable vehicles in the class, while also offering more passenger and cargo room than expected, and an impressive list of standard and available comfort/convenience and safety features.

“The new Hyundai Venue takes aim at the penny-pinching end of this segment, undercutting the starting price of the Kicks by about \$1500,” Said Tom Appel, publisher Consumer Guide. “Though its ride quality, engine noise levels, and extra-tidy overall dimensions will remind you you’re in a bargain-



priced vehicle, the Venue wins us over nonetheless with its spunky design personality, pleasant interior ambiance, fuel economy, and passenger/cargo versatility.”

Consumer Guide evaluates numerous vehicles during the year to determine which ones prove their value and available features. Vehicles selected for the Automotive Awards offer a combination of features and options plus the dynamic qualities that make for safe, enjoyable and reliable transportation choices.

Hyundai's Retail Operations

Hyundai dealers across the country enhanced their safety measures and adapted their businesses to comply with social distancing guidelines by leveraging [Shopper Assurance](#) and Hyundai's [Click to Buy](#) capability. The 'Click to Buy' tool makes car buying easy with transparent pricing, flexible test drive, a streamlined purchase and three-day worry-free exchange, each available from the comfort of your home.

HYUNDAI MOTOR AMERICA

At Hyundai Motor America, we believe everyone deserves better. From the way we design and build 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 820 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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