



Hyundai Motor America

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**HYUNDAI TO ENHANCE IN-VEHICLE SEARCH AND NAVIGATION
EXPERIENCE WITH GOOGLE MAPS**

COSTA MESA, Calif., January 2, 2013 – Hyundai and Google, Inc. today announced that Google Maps application programming interfaces (APIs) will be integrated into the U.S.-based Hyundai Blue Link® telematics platform, helping drivers more easily and quickly find their destination.

Hyundai Blue Link currently offers a variety of features and applications that elevate the driving experience by providing connectivity, convenience and safety solutions. New features supported by the integration of Google Maps APIs include Send to Car, Point of Interest Search and Local Search by Voice. These services will help drivers easily find points of interest and get to destinations more accurately and reliably using Google's continuously updated Places database.

“Google is a leader and innovator in search, content and technology, offering incredible tools,” said Barry Ratzlaff, director of Customer Connect at Hyundai Motor America. “Blue Link makes it easy for our owners to find and navigate to their destinations. The integration of Google Maps APIs makes Blue Link even more effective. We look forward to continuing work with Google to bring innovative solutions to Hyundai owners.”

Hyundai Reception at CES

A reception will take place at the 2013 Consumer Electronics Show (CES) January 10th in Las Vegas at 11:00 AM PST. Media and show goers are invited to attend for info and photo opportunities at the Hyundai Blue Link exhibit.

Since launching in 2011, Hyundai Blue Link now offers 30+ safety, service and infotainment applications that work to help simplify Hyundai owners' lives and reduce distracted driving. From SOS emergency assistance, Service Link to help drivers schedule car care, remote start, lock and unlock via the Blue Link smartphone app and cloud-based destination search by voice, Blue Link offers solutions allowing drivers to stay connected.

“We're always looking for ways to make it easier for people to discover more relevant information to help them make informed choices — whether that's where to go for a coffee, or

where to take dry cleaning,” said Tarun Bhatnagar, head of Enterprise Geo at Google. “It’s great to see that more drivers now have access to fresh, web-based content while on the go with the Hyundai Blue Link Google Maps integration.”

The integration of Google Maps APIs elevates Hyundai’s position as a technology and infotainment leader by giving owners access to a robust telematics database backed by Google’s maps and search technology.

HYUNDAI MOTOR AMERICA

Hyundai Motor America, headquartered in Costa Mesa, Calif., is a subsidiary of Hyundai Motor Co. of Korea. Hyundai vehicles are distributed throughout the United States by Hyundai Motor America and are sold and serviced through more than 820 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 warranty, Hyundai’s 10-year/100,000-mile powertrain warranty, and five years of complimentary Roadside Assistance.

For more details on Hyundai Assurance, please visit www.HyundaiAssurance.com

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