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HYUNDAI HCD-14 NAMED BEST CONCEPT BY AUTOWEEK AT 2013 NAIAS

COSTA MESA, Calif., Jan. 18, 2013 – Today at the North American International Auto Show (NAIAS) in Detroit, *Autoweek* editors recognized the [Hyundai HCD-14 Genesis Concept](#) as the “Best Concept” in its 2013 NAIAS Editors' Choice Awards. HCD-14 beat out the BMW 4-series and Ford Atlas in the *Autoweek* voting process.

“The HCD-14, the latest in Hyundai's long line of conceptual offerings, could eventually become the next Genesis sedan in production guise – and that would take the Korean automaker to yet another level of sophistication in styling as well as technological prowess,” said *Autoweek* editors.

“You look at this elegant sedan and say, ‘That’s a Hyundai?’ This is a gorgeous concept car,” adds Davey G. Johnson, senior online editor, *Autoweek*.

This year at NAIAS, *Autoweek* editors voted on 59 Detroit Auto Show vehicle reveals, choosing a Best in Show, a Best Concept, a Most Significant and a Most Fun vehicle. For a look at all the picks, visit: <http://www.autoweek.com/article/20130116/DETROIT/130119879>.

“We instilled the HCD-14 Genesis with a premium-sport 4-door coupe road presence,” said Christopher Chapman, chief designer, Hyundai Design North America. “It has a sleek and lightweight silhouette and inside, a driver-centric cockpit prioritizes dramatic sculpture and safety over infotainment button overload. HCD-14 Genesis gives a hint of the spiritual direction we can imagine for our premium lineup, and an indication of the focus we’re placing on the intuitive and instinctual relationship between driver and machine.

HCD-14 Genesis features state-of-the-art driver eye-tracking and hand-gesture recognition, thumb controls or gesture recognition used to select navigation, infotainment, audio, HVAC, and smartphone connectivity functions. A windshield heads-up display (HUD) provides minimal driving distraction and the concept’s powertrain features Hyundai Tau® V8 engine with direct injection and Dual Continuously Variable Valve Timing (D-CVVT).

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.

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