**Value-for-money as standard for Hyundai**

* Hyundai models voted best value in three out of five popular classes in *Which?* Car Survey
* i10, ix20 and ix35 take the honours in respective categories in reader survey
* Models offer customers superior value for money thanks to low running costs and high specification

Hyundai models have taken top honours in three out of five popular classes (eight classes rated overall) ranking value-for-money in the annual *Which?* Car Survey. Delivering a product that is good value for money means much more than just purchase cost. The overall ownership package – quality, efficiency, servicing, specification and safety - all represent key criteria when looking at true value.

The Hyundai i10, ix20 and ix35 led the way in each of their respective categories, with owners awarding high marks for overall value when looking at aspects such as purchase price, standard equipment and running costs.

Tony Whitehorn, President and CEO, Hyundai Motor UK, said: “True value is at the core of all our products and the results from the *Which?* Car Survey reflects this. We are delighted that the readers, and our customers, hold the Hyundai brand in such high regard. With the current economic situation, people are looking for cars that are affordable to purchase and run, but which are also desirable both inside and out. Hyundai’s updated model range fulfils these requirements and demonstrates our commitment to providing customers with the best overall package of ownership.”

Richard Headland, Acting Editor, *Which?* magazine, said: “The *Which?* Car Survey is the UK’s biggest with more than 39,292 people responding about 47,716 cars they own. It gives owners a chance to provide their views on how reliable and satisfying their cars have been over the preceding 12 months across several key areas and it’s easy to see that Hyundai is the brand that stands out the most in terms of overall value for money.”

Prices for the i10 start at £8,345 and equipment specification across the range remains impressive with air conditioning, USB/AUX inputs, four airbags, six-speaker stereo, electric windows and central locking.

Equally the ix20, with prices starting at £12,315, comes specified from entry with air conditioning, trip computer, six air bags, Electronic Stability Programme and remote central locking. The ix20 boasts a combined fuel consumption figure of 47.1mpg making it one of the most economical in its class.

Hyundai’s popular ix35 compact SUV saw a big jump in sales in 2012 with a 58% increase over 2011 with 11,000 units sold. Launched in 2010, it continues to represent outstanding value to customers with an OTR price starting at £17,400. Standard equipment features are leather steering wheel and gearknob, heated front and rear seats, front foglights, full-size spare wheel and Bluetooth® connectivity with voice recognition.

All Hyundai models are backed by the manufacturer’s fully transferable 5 Year Triple Care Warranty, which includes a five-year mileage vehicle warranty, five years free vehicle healthchecks and five years roadside assistance.

***About Which?***

***Which?* is the leading independent consumer champion in the UK. We provide impartial, expert information on products and services in our magazines, books and online to help consumers make more informed choices, and we campaign on issues that matter to all consumers, from food to finances, health to estate agents. For more information on how we can help you, visit** [**http://www.which.co.uk**](http://www.which.co.uk).

**About Hyundai**
Established in 1967, Hyundai Motor Co. has grown into the Hyundai Motor Group. Employing over 80,000 people worldwide, Hyundai Motor sold 4.4 million vehicles globally in 2012. Hyundai vehicles are sold in 186 countries through over 6,000 dealerships and showrooms. Hyundai Motor UK is the first Korean car manufacturer to make it in to the top ten best-selling manufacturers in the UK, an 11 place improvement since 2008 *.* All passenger cars come with Hyundai’s industry-leading 5 Year Triple Care package. Further information about Hyundai and its products is available at [www.hyundai.co.uk](http://www.hyundai.co.uk)

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