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HYUNDAI VELOSTER TURBO RECEIVES KEY OWNERSHIP AWARD FROM KELLEY BLUE BOOK'S KBB.COM

FOUNTAIN VALLEY, Calif., Feb. 5, 2014 – Hyundai's convention-defying sport coupe, the [Veloster Turbo](#), today received a coveted "5-Year Cost to Own Award" from Kelley Blue Book's KBB.com. The Veloster Turbo, with its sporty yet efficient setup, bested competitors like the MazdaSpeed3 and Honda Civic Si to take first place in the Sporty Compact Car category. The award will be presented to Hyundai at the 2014 Chicago Auto Show on February 6.

"The 5-Year Cost to Own Awards are based on Kelley Blue Book's 5-Year Cost to Own data for new cars, and honor the vehicles and brands, both luxury and non-luxury, with the lowest projected ownership costs over the initial five-year ownership period," said Dan Ingle, vice president of vehicle evaluations for Kelley Blue Book. "The Veloster Turbo's impressive fuel economy and low depreciation, coupled with Hyundai's 10-year, 100,000 mile warranty, make it an excellent choice for those looking for a fun, compact sports car."

Kelley Blue Book's 5-Year Cost to Own Awards account for nearly all expenses of car ownership, including depreciation, expected fuel costs, finance and insurance fees, maintenance and repair costs, and state fees for new models. The awards exist to help shoppers make more informed new-car buying decisions by breaking down typical ownership cost details and naming the brands and models with the lowest projected five-year total.

"The Veloster Turbo was engineered to be an entry-level sports car that also provides the efficiency of a subcompact vehicle as well as superior ergonomics," said Scott Margason, director, Product Planning, Hyundai Motor America. "Receiving this award from KBB.com showcases Hyundai's ability to offer both excitement and efficiency, all wrapped up in one package."

For 2014, Hyundai's award-winning Veloster adds even more convenience, safety and performance, further increasing the appeal of the popular sporty coupe. And, an addition to the Veloster lineup is being introduced at the Chicago Auto Show in the form of a special edition model called Veloster Re:FLEX. Both Veloster and Veloster Turbo models feature cutting-edge powertrain technologies like direct injection, optimizing their appeal to youthful customers by combining excellent fuel economy, spirited performance and low emissions without compromise.

ABOUT KELLEY BLUE BOOK (KBB.COM)

Founded in 1926, Kelley Blue Book, The Trusted Resource®, is the only vehicle valuation and information source trusted and relied upon by both consumers and the automotive industry. Each week the company provides the most market-reflective values in the industry on its top-rated website KBB.com, including its

famous Blue Book® Trade-In and Suggested Retail Values, and Fair Purchase Price, which reports what others are paying for new cars this week. The company also provides vehicle pricing and values through various products and services available to car dealers, auto manufacturers, finance and insurance companies, and governmental agencies. For two years running, Kelley Blue Book's KBB.com ranked highest in its category for brand equity and was named Online Auto Shopping Brand of the Year in the 2012 and 2013 Harris Poll EquiTrend® study. Kelley Blue Book Co., Inc. is a subsidiary of AutoTrader Group, which includes AutoTrader.com, vAuto, VinSolutions and HomeNet Automotive. AutoTrader Group is a majority-owned subsidiary of Cox Enterprises.

HYUNDAI MOTOR AMERICA

Hyundai Motor America, headquartered in Fountain Valley, 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 limited warranty, Hyundai's 10-year/100,000-mile powertrain limited warranty and five years of complimentary Roadside Assistance. Hyundai Assurance includes Assurance Connected Care that provides owners of Hyundai models equipped with the Hyundai Blue Link telematics system with proactive safety and car care services complimentary for three years. These services include Automatic Collision Notification, Enhanced Roadside Assistance, Vehicle Diagnostic Alert, Monthly Vehicle Health Report and in-vehicle service scheduling.

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

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