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HYUNDAI SNARES MOST INITIAL QUALITY AWARDS IN ITS HISTORY

Genesis, Elantra and Accent Ranked Highest in 2014 J.D. Power Initial Quality Study – Hyundai Highest Ranked Non-Premium Brand

FOUNTAIN VALLEY, Calif., June 18, 2014 – J.D. Power today presented three Hyundai vehicles – [2014 Genesis](#), [2014 Elantra](#) and [2014 Accent](#) – their highest award for initial quality in their respective segments. Hyundai ranked fourth overall in initial quality, climbing six spots from last year, and was the highest-ranked non-premium brand. In total, Hyundai had six vehicles in the Top Three positions in their segments, including two second place finishes for Santa Fe and Sonata and a third-place finish for Equus. This year’s results mark the third time Hyundai has been the highest-ranked non-premium brand in the past 10 years, and the third time it finished among the Top Four brands overall.



The award comes from the J.D. Power 2014 U.S. Initial Quality StudySM (IQS). Now in its 28th consecutive year, IQS is the industry benchmark for new-vehicle quality, measured at 90 days of ownership.

“Receiving IQS awards in multiple vehicle segments acknowledges Hyundai’s commitment to quality and customer satisfaction across our entire product lineup, not just our luxury vehicles,” said Dave Zuchowski, president and CEO, Hyundai Motor America. “Today’s awards are a true reflection of the hard work and dedication of all the Hyundai team members here, in Korea and Montgomery, Alabama.”

The IQS serves as the industry benchmark for new-vehicle quality and has proven to be an excellent predictor of long-term reliability, which may significantly impact new-vehicle purchase decisions. The focus of the study is model-level performance and comparison of individual models to similar models in respective segments, which helps manufacturers worldwide to design and produce higher-quality vehicles.

In addition to victories in three vehicle segments, the Hyundai brand substantially reduced problems per 100 vehicles and finished fourth overall, gaining six rank positions compared with 2013. The Hyundai overall score was 94 problems per 100 vehicles, 12 fewer than last year and 22 fewer problems than the industry average which actually deteriorated three problems per 100 compared with 2013. Also, Genesis scored back-to-back segment while Accent, with a mere 65 problems-per-100, was the second highest performing vehicle in the study.

ABOUT THE J.D. POWER AND ASSOCIATES 2014 U.S. INITIAL QUALITY STUDY

The 2014 U.S. Initial Quality Study is based on responses from more than 86,118 purchasers and lessees of new 2014 model-year cars, trucks and multi-activity vehicles surveyed after 90 days of ownership. The study is based on a 233-question battery designed to provide manufacturers with information to facilitate identification of problems and drive product improvement. The study was fielded between February and May 2014. The study is used by manufacturers worldwide to improve quality and by consumers to help them make more informed purchasing decisions. Throughout the years, initial quality has been shown to be a leading indicator of long-term durability, which directly impacts customer loyalty and purchase decisions.

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 Blue Link Connected Care provides owners of Hyundai models equipped with the Blue Link telematics system with proactive safety and car care services complimentary for one year with enrollment. 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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