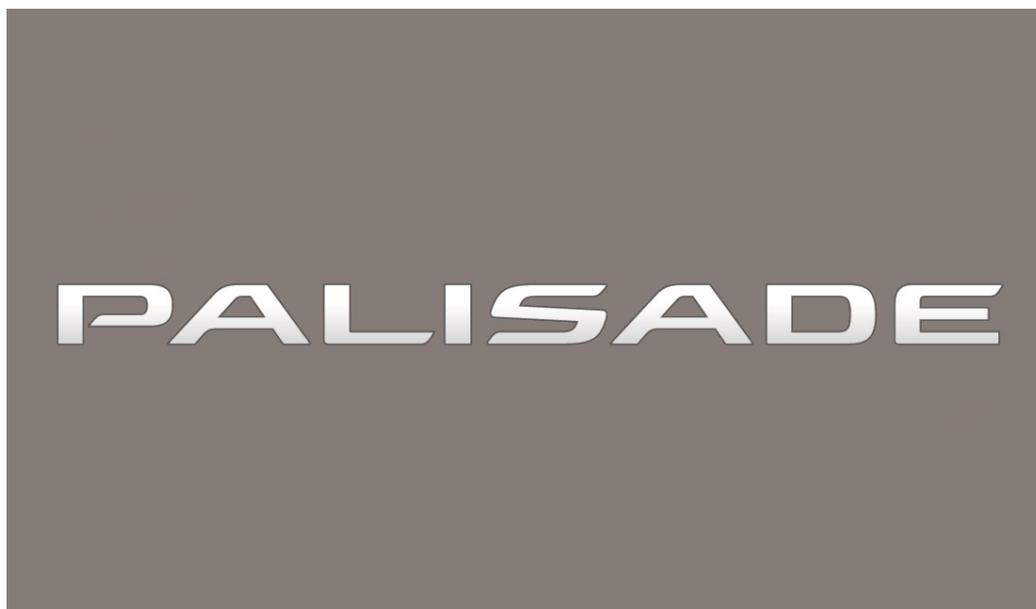


News Release

Hyundai Announces Name of All-New 2020 Flagship SUV: Hyundai Palisade

- **New Palisade flagship SUV for Hyundai will offer spacious eight-passenger seating with premium materials and commodious cargo space for growing modern families**
- **Palisade will offer a reassuring level of high-tech, intelligent safety features**
- **Intuitive technologies will provide lifestyle conveniences to its passengers**

ANN ARBOR, Mich., Nov. 8, 2018 – Hyundai today announced the name of its new 2020 flagship SUV: Hyundai Palisade. The new SUV name references a series of coastal cliffs and might naturally be associated by many with the Pacific Palisades, an affluent and beautiful neighborhood in Southern California.



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The future Palisade SUV will convey a bold exterior that commands attention and has strong inherent imagery of safety and security, especially important with parents with growing families and active lifestyles. Palisade styling will offer dignity with style in an understated theme that demonstrates clear differentiation worthy of a flagship SUV. Global media will see the Palisade for the first time at the Los Angeles Auto Show on November 28. The Palisade will begin U.S. market availability in the summer of 2019.



Pacific Palisades is home to a collection of mid-century modern masterpiece homes by architects such

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as Cliff May, Richard Netra, Charles and Ray Eames, and Eero Saarinen. The region boasts of cool sea breezes, easy access to the beach, and spectacular sunsets. It also offers outdoor access of various kinds via three large parks and hiking and biking paths.



HYUNDAI MOTOR AMERICA

Hyundai Motor America is focused on delivering an outstanding customer experience grounded in design leadership, engineering excellence and exceptional value in every vehicle we sell. Hyundai's technology-rich product lineup of cars, SUVs and alternative-powered electric and fuel cell vehicles is backed by Hyundai Assurance—our promise to deliver peace of mind to our customers. Hyundai vehicles are sold and serviced through more than 830 dealerships nationwide, with the majority sold in the U.S. built at U.S. manufacturing facilities, including Hyundai Motor Manufacturing Alabama. Hyundai Motor America is headquartered in Fountain Valley, California, and is a subsidiary of Hyundai Motor Company of Korea.

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