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HYUNDAI INTRODUCES WEB SAVVY CONSUMERS TO 2011 SONATA THROUGH “UNCENSORED” FACEBOOK CAMPAIGN



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50 Consumers Will Test Drive Sonatas in Exchange for Their Unscripted, Unedited Commentary Through “Uncensored” Facebook Promotion

FOUNTAIN VALLEY, Calif., Aug. 12, 2010– Hyundai today welcomes 25 new Sonata drivers and will add 25 more late this month as part of its “Uncensored” Facebook campaign. Twenty-five consumers were given the opportunity to test drive the all-new 2011 Sonata for the next 30 days in exchange for their uncensored opinions, which they will share via Hyundai’s social media channels, including the Hyundai Facebook page. Another 25 consumers will be selected on Aug. 30, resulting in a grand total of 50 new Sonata drivers, each of whom will be providing commentary about their experience. The chosen participants will be compensated with an HD Flip Cam to document their experience, a \$250 gas card and \$500 spending cash.

This promotion expands Hyundai’s “Uncensored” advertising campaign, which shows real-life consumers testing Hyundai vehicles and providing their feedback. The Sonata Uncensored experience takes the campaign one step further by allowing the 50 Sonata drivers to interact with car shoppers through a full range of social media channels.

“Unfiltered consumer response to Hyundai products is one of the most powerful tools that affect opinions about the brand,” said Chris Perry, vice president, marketing communications, Hyundai Motor America. “The ‘Uncensored’ campaign started with traditional advertising and has now progressed to include a full range of online channels, allowing consumers to speak directly to peers about their experience with the car.”

The all-new [2011 Sonata](#) represents a modern approach to the traditional midsize sedan segment by using only advanced four-cylinder engines, emotional design and luxury features offered with Hyundai’s strong value proposition. The Sonata launched with a new Theta II 2.4-liter gasoline direct injection (GDI) engine and in-house six-speed automatic transmission, delivering class-leading fuel economy of 22 mpg city/35 mpg highway and 198 horsepower standard. The all-new Sonata raises the bar when it comes to features and technology offered within the midsize car segment. In addition to standard XM Satellite[®] radio, the Sonata boasts segment-first standard Bluetooth[®] hands-free phone system, available HD Radio Technology[™] with multicasting (allowing the broadcast of alternative side-band content on HD stations) and heated front and rear seats. The Sonata is also the first vehicle in its segment with advanced touchscreen navigation available on all trim levels.

Coming later this year, Hyundai will offer consumers Turbo and Hybrid versions of Sonata. The turbocharged 2011 Sonata 2.0T produces an unprecedented combination of segment-leading fuel efficiency and power – with an estimated 34 mpg highway rating and 274 horsepower. The Sonata Hybrid features Hyundai’s breakthrough Hybrid Blue Drive architecture and will deliver a projected best-in-class highway fuel economy of 39 mpg, while also offering outstanding estimated city fuel economy of 37 mpg.

In order to extend the “Uncensored” experience to all consumers, Hyundai will be holding ride-and-drive events spanning from coast to coast during August, September and October. Each event will feature a video booth where consumers can film their drive impression and post video directly to their own Facebook page. For a full list of dates and locations, visit sonatauncensored.com.

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 about 800 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 5-years of complimentary Roadside Assistance.

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