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FOR IMMEDIATE RELEASE

HYUNDAI SHINES SPOTLIGHT ON ALL-NEW AZERA AS THE EXCLUSIVE AUTOMOTIVE SPONSOR OF THE 84TH ACADEMY AWARDS



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COSTA MESA, Calif., Feb. 23, 2012 – Hyundai, the exclusive automotive sponsor of the Academy Awards for the fourth consecutive year, joins Hollywood in honoring the biggest stars of the silver screen on Oscar[®] Sunday, broadcast on February 26 on ABC. Nine Hyundai ads will air throughout the coverage – two pre-show and seven during the actual awards ceremony. Film-maker Wes Anderson directed two original commercials featuring the all-new [2012 Hyundai Azera](#).

The spots, “[Modern Life](#)” and “[Talk to My Car](#)”, highlight Azera’s premium luxury features and Blue Link connectivity. “Modern Life” recreates an ill-prepared / ill-equipped dad preparing dinner for the family amidst the chaos of a small army of kids playing while receiving cooking instructions from his wife over the phone as she’s “stuck in traffic”. The story resolves with mom relaxed in the Azera parked in the driveway, taking a few extra moments of solitude before joining the frenzy. All the insanity of the day is packed into one 30-second take, then juxtaposed against the serenity of the new Azera.

“Talk to My Car” plays on the long history of moviemakers that creatively integrate voice-activated vehicles into their productions. The team authentically recreated different eras of film to represent the timeline and evolution of talking cars in movies. From a flying car to an underwater car to a spy car – the vignettes look as if they are plucked from vintage footage, but virtually all were

recreated for this spot. The scene closes on a family driving in the all-new Azera, using the voice-activated Blue Link system as they go about their daily routine.

Special behind-the-scenes footage gives viewers the chance to sit in the director's chair, providing them with a closer look at the making of these intricate spots. These spots will be available for viewing on [Hyundai's YouTube Channel](#) following the Academy Awards on Monday, February 27.

The rest of Hyundai's 30-second spots focus on [Sonata Hybrid](#), [Elantra](#), [Equus](#), [Genesis Coupe](#) and [Genesis R-Spec](#), in addition to Azera. The two Oscar Red Carpet Live ads include "One Less Battery" featuring Sonata Hybrid and Hyundai's new Lifetime Hybrid Battery Warranty and "Victory Lap" featuring Hyundai's 2012 North American Car of the Year winner, Elantra. In-show spots include "So Fast" featuring Equus; "Think Fast" featuring Genesis Coupe; and "Faster Acting" featuring Genesis R-Spec sedan.

In addition to the Wes Anderson-directed ads, two more brand new spots featuring Azera, "Action" and "Thanks," were custom made for the Academy Awards and will run only during the awards show. Hyundai's campaign also includes several animated billboards throughout the show, also showcasing Azera.

"Hyundai is proud to share the spotlight with Hollywood's biggest names on Oscar Sunday and is excited to introduce the award show's huge national audience to the all-new Azera," said Steve Shannon, vice president of marketing, Hyundai Motor America. "The glamour of the event and its star attendees provides the perfect venue to show off our newest luxury sedan."

Azera will make its debut at Hyundai dealerships shortly after this year's Academy Awards. Introduced to the world at the Los Angeles Auto Show in December, Azera is the fifth vehicle to adopt the company's signature Fluidic Sculpture design language, showcasing a modern, sleek, sophisticated style, creating the illusion of constant motion. This Fluidic Sculpture sedan also features a more powerful Lambda II 3.3-liter GDI engine, six-speed transmission, best-in-class combined fuel economy of 23 miles per gallon and a wide range of advanced safety equipment.

Hyundai's exclusive automotive sponsorship of the Academy Awards extends its "Big Voices in Big Places" philosophy which positions the Hyundai brand in the highest-profile advertising venues, including sporting events and entertainment awards shows. Innocean Worldwide Americas, Hyundai's agency of record, is responsible for all creative. To view Hyundai's Academy Awards ads, please visit, www.youtube.com/Hyundai on Oscar Night.

HYUNDAI MOTOR AMERICA

Hyundai Motor America, headquartered in Costa Mesa, 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 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 five years of complimentary Roadside Assistance.

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

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