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NEWS BUREAU

FOR IMMEDIATE RELEASE

## 2013 HYUNDAI SANTA FE SPORT WINS FAMA AUTOS EDITOR CHOICE AWARD



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# HYUNDAI

### *Annual Automotive Awards issued by FAMA Magazine*

**COSTA MESA, Calif., Jan. 10, 2013** – The 2013 Hyundai Santa Fe Sport has earned the FAMA Autos Editor Choice Award issued by FAMA Magazine, one of the leading and most influential Spanish-language magazines in the U.S.

This year marks the tenth anniversary of the FAMA Autos Awards established by the publication as a means to create a stronger link between its readers and the automotive world. The annual awards serve a unique role as they take into account important criteria women look for when making automotive purchase decisions including design, safety, performance and innovation.

“It’s an honor to receive the Editor Choice Award by FAMA Magazine, one of the leading Hispanic voices in the automotive industry and in particular, Latina women,” said Mike O’Brien, vice president, Product and Corporate Planning, Hyundai Motor America. “According to a recent study by Polk, women now make nearly 80 percent of automotive purchase decisions and this award is a clear indication we are delivering on the attributes they seek such as the Santa Fe’s stellar versatility and functionality, class-

leading safety, impressive fuel economy and the best warranty in the industry.”

“FAMA Magazine puts all new vehicles through rigorous road tests to determine their driving capabilities, functionality and convenience inside the cabin, and features and services women look for when buying a new vehicle,” said Al Vazquez, editor of FAMA Magazine. “I had the opportunity to test drive the 2013 Hyundai Santa Fe Sport through the challenging terrain and high altitude of Utah and not once did this vehicle let me down.”

#### **FAMA MAGAZINE**

**FAMA Magazine** was launched in 1992 and has become the most influential U.S. Spanish-language lifestyle magazine in the United States. Publishing 12 times a year, every issue of FAMA Magazine includes engaging features on exciting subjects such as entertainment, fashion, beauty, food, cars and horoscopes. FAMA Magazine is also devoted to the plot and personalities that enliven Spanish-language television and cinema. FAMA Magazine celebrated its 20<sup>th</sup> anniversary in 2012. For more information, please visit [www.famaweb.com](http://www.famaweb.com).

#### **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 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 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](http://www.HyundaiAssurance.com)**

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