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NEWS BUREAU

FOR IMMEDIATE RELEASE

THE 2013 HYUNDAI SANTA FE WINS BEST NEW CROSSOVER AWARD



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HYUNDAI

Greater Atlanta Automotive Media Association honors Hyundai at the 2013 Atlanta International Auto Show

ATLANTA, March 13, 2013 – Hyundai's all-new 2013 Santa Fe was named Best New Crossover by the Greater Atlanta Automotive Media Association (GAAMA) during the press preview day at the 2013 Atlanta International Auto Show.

"For this year's Best Crossover Award, GAAMA chose the 2013 Hyundai Santa Fe for its handsome new design, luxurious interior, impressive technologies, accessible pricing and the flexibility for 5- and 7- passenger configurations," said GAAMA President, Davis Adams.

For 2013, the all-new Hyundai Santa Fe delivers with its versatile nature, two wheelbase layouts, powerful yet efficient engine options and excellent value for money. At \$28,350, buyers can have seven-passenger capability, a 290 horsepower 3.3 liter V6, Hyundai's 10-year/100,000-mile powertrain warranty, and five years of complimentary Roadside Assistance. These attributes impressed the judges enough to earn a win as Best New Crossover for 2013.

“It’s an honor to receive the award for Best New Crossover for the 2013 Santa Fe,” said Mike O’Brien, vice president, Product and Corporate Planning, Hyundai Motor America. “GAAMA is full of exceptional automotive media and this accolade proves that the all-new Santa Fe has what it takes to succeed in a very competitive market.”

Determined by a panel of judges consisting of automotive journalists from around the southern United States, the GAAMA awards take into account all-new vehicles in varying categories. The show room floor is thoroughly inspected for vehicles that stand out in terms of value, performance, innovation and features. With the objective to further professionalism within all aspects of the automotive media, GAAMA brings together journalists, manufacturers, dealers and other related automotive members for a connection that can enhance the automotive industry in regards to the southern United States and beyond.

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 limited warranty, Hyundai’s 10-year/100,000-mile powertrain limited warranty, and five years of complimentary Roadside Assistance.

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

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