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FOR IMMEDIATE RELEASE

HYUNDAI MOTOR AMERICA AND MINACS MARKETING SOLUTIONS RECEIVE STEVIE AWARD FOR OUTSTANDING SALES AND CUSTOMER SERVICE



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Hyundai Hope On Wheels Charity Program Honored

Fountain Valley, Calif., Feb. 26, 2014 – Hyundai Motor America and Minacs Marketing Solutions, a division of Aditya Birla Minacs, have received a silver 2014 Stevie® Award for Sales and Customer Service. These awards recognize the achievements of call center, customer service, and sales professionals worldwide. Hyundai and Minacs’ Hyundai Hope On Wheels® campaign was honored in the Sales Achievement Category for the Outbound Marketing Program of the Year, besting four other finalists for the silver medal. Through Hyundai dealership service department participation in the campaign and a donation match from Minacs, more than \$60,000 was donated to the Hope On Wheels Foundation last year.

The Hyundai Owner Marketing program was a unique integrated marketing and fundraising campaign on behalf of Hyundai Motor America, Hyundai Hope On Wheels, and participating Hyundai dealer service departments throughout the U.S. This is the first time

Hyundai Service Centers were directly involved in supporting the Hope On Wheels foundation. Minacs designed a comprehensive service marketing initiative targeting Hyundai owners to maintain their vehicle at a Hyundai dealership while giving back to Hyundai Hope On Wheels.

The Hyundai Owner Marketing team developed and executed the communication strategy through touch points that included direct mail, email, text messages, digital display advertising, and social media. Donations were also collected via point of purchase materials at dealership service departments.

“This award reaffirms Hyundai Motor America’s commitment to Hope On Wheels and our continued work with our dealers to drive awareness around pediatric cancer research,” said Dan Kulik, senior manager, owner connect marketing, Hyundai Motor America. “This was the first time our sales and service departments aligned to promote this great program and Hyundai dealership participation far exceeded our expectations.”

For more information about the 2014 Stevie Awards, visit: http://www.stevieawards.com/pubs/sales/awards/426_2281_24735.cfm.

HYUNDAI HOPE ON WHEELS

Hyundai Hope On Wheels® is a 501(c) (3) nonprofit organization that is committed to finding a cure for childhood cancer. Launched in 1998, Hyundai Hope On Wheels provides grants to eligible institutions nationwide that are pursuing life-saving research and innovative treatments for the disease. Primary funding for Hyundai Hope On Wheels comes from Hyundai Motor America and its more than 820 U.S. dealers. At the end of its 15th year, Hyundai Hope On Wheels has awarded more than \$72 million towards childhood cancer research in pursuit of a cure.

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 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. Hyundai Assurance includes Assurance Connected Care that provides owners of Hyundai models equipped with the Hyundai Blue Link telematics system with proactive safety and car care services, complimentary for three years. These services include Automatic Collision Notification, Enhanced Roadside Assistance, Vehicle Diagnostic Alert, Monthly Vehicle Health Report and in-vehicle service scheduling.

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

Please visit our media website at www.hyundainews.com and our blog at www.hyundailikesunday.com

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