



Hyundai Motor America  
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MEDIA WEBSITE: HyundaiNews.com  
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**FOR IMMEDIATE RELEASE**

## **HYUNDAI'S SUPER BOWL 50 AD "FIRST DATE" DEMONSTRATES THE LENGTHS DADS WILL GO TO IN PROTECTING THEIR DAUGHTERS**



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**WHAT:** Hyundai unveils its third Super Bowl 50 ad "First Date." The 60-second ad, which will air during the coveted pre-kick time slot, features Kevin Hart and highlights one of the incredible technology features of Hyundai's premium Genesis sedan.

With the help of his Hyundai Blue Link Car Finder feature, Kevin does what every dad in America will envy to ensure his daughter gets home safely.

**LINK TO SPOT:** [https://youtu.be/-R\\_483zeVF8](https://youtu.be/-R_483zeVF8)

**LENGTH:** 60 seconds

**TIME SLOT:** Pre-kick spot

**CELEBRITY** Kevin Hart

**VEHICLE:** [2016 Hyundai Genesis](#) and its Hyundai Blue Link Car Finder feature

**DIRECTOR** Peter Berg of Pony Show Entertainment

**MUSIC:** “Another One Bites the Dust” by Queen

**CREATIVE AGENCY:** INNOCEAN Worldwide

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#### **HYUNDAI MOTOR AMERICA**

Hyundai Motor America, headquartered in Fountain Valley, Calif., is a subsidiary of Hyundai Motor Company of Korea. Hyundai vehicles are distributed throughout the United States by Hyundai Motor America and are sold and serviced through more than 830 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 Blue Link<sup>®</sup> Connected Care provides owners of Hyundai models equipped with the Blue Link telematics system with proactive safety and car care services complimentary for three years with enrollment. 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](http://www.HyundaiAssurance.com)

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