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HYUNDAI INTRODUCES “PRIME NOW. DRIVE NOW.”



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First-to-Market Program Allows Los Angeles-area Customers to Request a Test Drive Through Amazon Prime Now

FOUNTAIN VALLEY, Calif., Aug. 19, 2016 – Hyundai Motor America, in collaboration with Amazon, announces a limited-time, first-to-market on-demand vehicle test drive program, “Prime Now. Drive Now.,” in which prospective buyers in the Los Angeles/Orange County areas can book [2017 Hyundai Elantra](#) test drives at the location of their choice through Amazon’s Prime Now service at www.amazon.com/primenowdrivenow. Launched in 2014, Prime Now is a way for Prime members in more than 25 metropolitan areas in the U.S. to get quick delivery on tens of thousands of items.

“Prime Now. Drive Now.” will run for two weekends (August 20-21 and August 27-28) and is available to Los Angeles/Orange County-area residents in the market for a 2017 Hyundai Elantra. Prospective buyers will have the chance to schedule a 45- to 60-minute test drive in which a trained expert conveniently brings a 2017 Hyundai Elantra to their location -- front door step, office,

local coffee shop -- making for a simple and quick test drive experience. After the test drive, participants will be directed to their local Hyundai dealer to finalize the transaction should they wish to purchase.

“With our all-new Elantra and Elantra Eco in dealerships now, we are excited to be the first to team up with Amazon to give customers a tailored test-drive experience,” said Dean Evans, chief marketing officer, Hyundai Motor America. “We know people are looking for a new way to experience our vehicles, and with the convenience of Amazon’s Prime Now service, ‘Prime Now. Drive Now.’ is an innovative solution we are testing to modernize today’s automotive shopping experience.”

The “Prime Now. Drive Now.” program was conceived, orchestrated and executed via a collaboration between INNOCEAN Worldwide (Hyundai’s advertising agency of record), Canvas Worldwide (Hyundai’s media agency of record), Amazon Prime Now, and the Drive Shop (an engagement marketing agency) who will provide trained driving hosts to conduct the test drives.

“Hyundai is leaving no stone unturned in its pursuit to be a better car company,” said Tim Blett, Chief Operating Officer of INNOCEAN USA. “Not only is Hyundai dedicated to making better cars, it’s also innovating by offering a better Elantra test drive experience.”

“Hyundai’s brand is known for its obsession with making drivers’ lives better, while Amazon has revolutionized the retail experience. When you combine the two, you have a revolutionary way to test drive and purchase a Hyundai Elantra,” said Paul Woolmington, CEO of Canvas Worldwide. “The ‘Prime Now. Drive Now.’ program brings a new level of simplicity and convenience for Hyundai drivers.”

The program will be supported by an integrated digital campaign including digital video, digital advertising, SEO, SEM, and social. The digital advertisements will appear on Amazon.com and other premium U.S. websites.

“Prime Now. Drive Now.” test drives can be scheduled between the hours of 9 a.m. and 7 p.m. at www.amazon.com/primenowdrivenow.

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[®] 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

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