

# News Release

## Hyundai Motor America To Donate 1,000 Winter Coats For Youth In Detroit During 2018 North American International Auto Show

- This is the eighth annual Hyundai Coats for Kids donation to benefit children in Detroit.

**DETROIT, Jan. 17, 2018** – Hyundai Motor America will continue its commitment to helping serve the needs of the greater Detroit community through its annual Hyundai Coats for Kids program. This event occurs during the 2018 North American International Auto Show (NAIAS). In its eighth consecutive year, Hyundai will donate 1,000 new winter coats to underserved youth in Detroit. This year, the coats will be distributed through Carstens Academy, a Detroit-based youth organization, and is in partnership with Orchards Children’s Services. The event takes place on Wednesday, January 17th from 9:30 a.m. - 12:00 p.m. at Carstens Academy. Coats will be available while supplies last.

“Hyundai is committed to being a partner to society and helping to build strong communities,” said Zafar Brooks, Director of Corporate Social Responsibility and Diversity & Inclusion, Hyundai Motor America. “With our annual Hyundai Coats for Kids initiatives, our goal is to serve the needs of kids in Detroit with a practical donation of warm winter coats. We are proud to partner with Carstens Academy and Orchards Children’s Services, in their important work to support the community.”

The Hyundai Coats for Kids program is a part of the company’s ongoing corporate social responsibility mission to give back and serve our local communities. To date, Hyundai has donated over 13,000 winter coats through the program across the U.S.

“We are honored to work with Hyundai Motor America and their commitment to the youth of our community,” says, Mike Williams, CEO, Orchards Children’s Services. “We believe Hyundai exemplifies the kind of leadership that companies should have, to help communities in need. This



year's coat donation will not only keep young bodies warm, but will encourage kids to fulfill their potential through hard work.”

In addition to the Hyundai Coats for Kids event, Hyundai is hosting several initiatives in support of diversity events while in Detroit during the auto show week, including a Martin Luther King, Jr. holiday event with Rainbow PUSH; sponsor of Real Times Media Driven to recognize diverse leaders in Automotive, and the Ajamu Group Multicultural Media Luncheon.

### **Hyundai Motor America**

Hyundai Motor America is focused on delivering an outstanding customer experience grounded in design leadership, engineering excellence and exceptional value in every vehicle we sell. Hyundai's technology-rich product lineup of cars, SUVs and alternative-powered electric and fuel cell vehicles is backed by Hyundai Assurance—our promise to deliver peace of mind to our customers. Hyundai vehicles are sold and serviced through more than 830 dealerships nationwide and the majority sold in the U.S. are built at U.S. manufacturing facilities, including Hyundai Motor Manufacturing Alabama. Hyundai Motor America is headquartered in Fountain Valley, California, and is a subsidiary of Hyundai Motor Company of Korea.

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