

# News Release

## Hyundai Collaborates with Amazon for *12 Days of Deals* Holiday Event with Giveaway of the All-New 2019 Santa Fe

- **Hyundai Works with Amazon to Host Sweepstakes on Amazon.com for a Chance to Win the 2019 Santa Fe between December 1 and December 13**

**FOUNTAIN VALLEY, Calif., Dec. 7, 2018** – As an extension of Hyundai’s ongoing collaboration with Amazon, Hyundai is participating in a sweepstakes on Amazon.com giving customers a chance to win the all-new 2019 [Hyundai Santa Fe](#) for [Amazon’s 12 Days of Deals](#) holiday event. Hyundai and the Santa Fe sweepstakes are featured on Amazon.com throughout the event and a new section has been added to [Hyundai’s digital showroom](#) landing page on Amazon.com promoting the sweepstakes.

“The holidays are a busy time for Amazon.com and we were able to leverage our ongoing relationship with them to give away a Santa Fe to one lucky Amazon shopper during the *12 Days of Deals* event,” said Tim Maxwell, senior group manager, Digital Marketing, Hyundai Motor America. “Santa Fe’s bold new look, large cabin and advanced safety and technology features help families spend more quality time together and will make the perfect vehicle for someone this holiday season.”

Visitors of [Hyundai’s digital showroom](#) within Amazon and/or those that add a product from the Automotive Store to their Wish List between December 1 and December 13 will automatically be entered for their chance to win a 2019 Santa Fe. The winner will be selected on December 18.

Earlier this year, Hyundai became the first car company to launch a digital showroom on [Amazon.com](#) to offer car buyers the ability to compare pricing and reviews, book test drives, check dealer inventories and other [Shopper Assurance](#) conveniences directly through [Amazon Vehicles](#).



## 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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