



Hyundai Motor America
10550 Talbert Avenue, Fountain Valley, CA 92708
TEL: 714-965-3000 FAX: 714-378-1008
MEDIA WEBSITE: HyundaiNews.com CORPORATE WEBSITE: HyundaiUSA.com
FOR IMMEDIATE RELEASE

NEWS BUREAU

Contacts: Miles Johnson
(714) 965-3366
milesjohnson@hmausa.com

GENESIS NAMED “BEST DEAL FOR THE BOSS” BY CARS.COM

FOUNTAIN VALLEY, Calif., Feb. 11, 2010 – The Genesis Sedan was named “Best Deal for the Boss” in the Cars.com annual Best Lifestyle Vehicle Awards. This award recognizes the Hyundai Genesis as the vehicle best suited to meet the lifestyle needs of “the boss” including luxury features, driving refinement, styling and prestige all in an affordable package.

“It's a rear-wheel-drive full-size sedan that offers a luxurious, spacious cabin and V-6 and V-8 drivetrains that are notable for their efficiency and performance,” said Cars.com editors. “The Genesis comes standard with eight airbags and a stability system to help protect occupants, and it's available with convenience features like a 17-speaker audio system. On the whole, the Genesis does a remarkable job at delivering the experience of a high-end luxury sedan at a much lower price.”

The Cars.com Lifestyle Awards recognize new vehicles that best suit the lifestyles of today's car shoppers, and acknowledge the best cars across a number of categories that car shoppers can identify with based on their personal vehicle needs.

The North American Car of the Year-winning Genesis is built on Hyundai's performance-driven rear-wheel drive architecture. Genesis offers an array of luxury convenience features including Smart Cruise Control, touch-screen navigation, electronic parking brake with automatic vehicle hold, Adaptive Front Lighting System (AFLS), Lexicon® audio systems and electronic active head restraints.

“We are thrilled to receive this recognition from Cars.com as it reinforces the Genesis ability to compete with the world's best luxury sedans,” said Derek Joyce, Genesis product manager. “Genesis is the ideal model for car buyers looking for the power, comfort and sophisticated design of a luxury brand, without the expensive price tag.”

CARS.COM

Cars.com is the leading destination for online car shoppers, offering credible, easy-to-understand information from consumers and experts to help buyers formulate opinions on what to buy, where to buy and how much to pay for a car. With comprehensive pricing information, side-by-side comparison tools, photo galleries, videos, unbiased editorial content and a large selection of new- and used-car inventory, Cars.com puts millions of car buyers in control of their shopping process with the information they need to make confident buying decisions.

Launched in June 1998, Cars.com is a division of Classified Ventures, LLC, which is owned by leading media companies, including Belo (NYSE: BLC), Gannett Co., Inc. (NYSE: GCI), The McClatchy Company (NYSE: MNI), Tribune Company and The Washington Post Company (NYSE: WPO).

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 almost 800 dealerships nationwide. All Hyundai vehicles sold in the U.S. are covered by the Hyundai Assurance program which now includes the 5-year/60,000 mile fully transferable bumper-to-bumper warranty, Hyundai's 10-year/100,000 mile powertrain warranty and 5-year complimentary Roadside Assistance in addition to the highly acclaimed vehicle return policy introduced in early 2009. For more details on Hyundai Assurance, please visit www.HyundaiAssurance.com.

###

Journalists are invited to visit our news media web site: www.hyundainews.com