



Contacts: Jim Trainor
714-594-1629
jtrainor@hmasa.com

HYUNDAI GENESIS RECOGNIZED AS A BEST NEW MODEL FOR 2009 BY KIPLINGER'S PERSONAL FINANCE

FOUNTAIN VALLEY, Calif., May 6, 2009 – Hyundai's luxury flagship Genesis sedan recently was named a "Best New Model" in the "Sedans \$30,000 - \$45,000" category by *Kiplinger's Personal Finance*. The magazine named the top new models in 11 categories and Genesis sedan topped competitors such as the Acura TL, Audi A4 and Nissan Maxima to earn the distinction.

"Picking this car as a standout was easy," said Mark Solheim, automotive editor, *Kiplinger's Personal Finance*. "As the first true luxury car from Hyundai, the Genesis earns its name. The exterior may remind you of other luxemoobiles, but its simple lines, sleek interior and Euro driving dynamics will impress all but the most hard-core snobs. Remaining skeptics need only check out its price – at around \$33,000, it offers extraordinary value."

The top models in each category represent the best values based on *Kiplinger's* ranking system. *Kiplinger's* editors sort the new 2009 models by price and category then pit them against their peers, looking at performance, value, safety, roominess and driving impressions.

"The Hyundai Genesis sedan is the perfect blend of luxury, technology, and advanced safety features with an affordable price," said Michael Deitz, Genesis product manager, Hyundai Motor America. "Being named a Best New Model by *Kiplinger's Personal Finance* is a testament to its combination of exhilarating performance, sophisticated design and tremendous overall value, and we continue to be honored by the awards the vehicle has earned."

Hyundai's new Genesis sedan sets a new benchmark in the premium car category. With a starting price of just \$33,000, Genesis includes performance and luxury features typically found on vehicles costing thousands of dollars more. In addition to great features, Hyundai's generous 10-year, 100,000-mile warranty, numerous standard features, good reliability and affordable price made the Genesis a clear winner for *Kiplinger's* editors. Other notable features

(more)

include a quiet and luxurious cabin, V-6 and V-8 engines that are more powerful and efficient than many in competing models, and a smooth, responsive six-speed automatic transmission.

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 more than 790 dealerships nationwide. All Hyundai vehicles sold in the U.S. are covered by The Hyundai Advantage, America's Best Warranty. In addition, the Hyundai Assurance Program is now offered on all new vehicles leased or purchased from a certified Hyundai dealer. The program is available to any consumer, regardless of age, health, employment record or financed amount of the vehicle. The program is complimentary for the first 12 months.

###

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