



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

**THREE HYUNDAI MODELS NAMED 2010 “BEST BETS” FROM THE CAR BOOK
Genesis, Elantra and Accent Recognized for Exceeding the Safety and Performance Needs
of the American Car Buyer**

FOUNTAIN VALLEY, Calif., Feb. 25, 2010 – Hyundai continues to collect awards for its model lineup adding *The Car Book 2010 “BEST BETS”* to the list. Three Hyundai models, Genesis, Elantra, and Accent earned the distinction of “*BEST BETS*” from author Jack Gillis and the Center for Auto Safety, the nation’s leading auto safety advocacy group.

“We appreciate the fact that Hyundai has made a significant contribution to improving the market choices for the American car buyer,” said Jack Gillis, author, *The Car Book*. “During these most challenging times for the auto industry, the fact that Hyundai vehicles have the quality and features most important to today’s car buyer is a testament to their desire to meet customer needs.”

For 30 years, *The Car Book* has selected vehicles for the “*Best Bets*” honor based on how well they respond to the safety and performance needs of today’s consumer. *The Car Book* analyzes new vehicles each year to identify those making a significant contribution to improving the market. “*BEST BETS*” ratings designate *The Car Book*’s highest-rated cars in each of the size categories. Vehicles are rated in nine key *Car Book* categories: crash tests, safety features, rollover, preventative maintenance, repair costs, warranty, fuel economy, complaints, and insurance, with the heaviest emphasis on safety.

“Having three Hyundai models named as ‘*Best Bets*’ by *The Car Book* demonstrates our continued commitment to excellence in quality, value and design for all of the vehicles in the Hyundai lineup,” said Scott Margason, director, product planning, Hyundai Motor America. “The Genesis, Elantra and Accent are prime examples of models that not only meet but exceed customer expectations in safety and performance.”

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.

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