



Contacts: Miles Johnson  
(714) 965-3366  
[milesjohnson@hmasusa.com](mailto:milesjohnson@hmasusa.com)

**GENESIS COUPE NAMED “JUST FOR FUN” CAR OF THE YEAR BY  
MOTHERPROOF.COM**

**FOUNTAIN VALLEY, Calif., Feb. 11, 2010** – The Genesis Coupe was named “Just for Fun” Car of the Year by MotherProof.com, a site dedicated to providing women and mothers with useful and entertaining new-car reviews. The 2010 Mother Proof Awards highlighted vehicle standouts in the following categories: minivan, SUV/crossover (3 rows), SUV/Crossover (2 rows), wagon/hatch, sedan, “Best Overall Value”, “Best Latch Connectors”, “Best Hybrid” and “Mother of all Cars” award.

“The Genesis Coupe certainly isn’t built as a typical mom-mobile, but there are plenty of atypical moms in the world looking for their automotive match,” said Kristin Varela, Motherproof.com. “It’s sporty and sexy yet has enough seating and cargo capacity for your brood when necessary. The Genesis Coupe resembles other uber-expensive, flashy sports cars out there, but without the guilt of dipping into your kid’s college fund for a sports car. Keep your 529. Buy a Genesis Coupe.”

Genesis Coupe is Hyundai’s most dynamic performance car ever designed to appeal to true driving enthusiasts, while keeping with Hyundai’s focus on offering segment-leading standard safety technologies across its lineup. The Genesis Coupe offers a 2.0-liter intercooled four-cylinder turbocharged engine producing 210 horsepower, and a 3.8-liter V6 Track model with 306 horsepower and massive Brembo brakes. Standard safety technology includes driver and front passenger advanced frontal airbags, along with front seat-mounted side airbags, side air curtains and active front head restraints.

“The Genesis Coupe was designed with broad appeal for those wanting a fun-to-drive car without breaking the bank,” said Derek Joyce, product manager for the Genesis Coupe. “From the R-Spec model which serves as the perfect blank canvas for enthusiasts

to the 2.0T that offers a more efficient take on the rear-wheel drive sport coupe for everyday drivers, the Genesis Coupe line-up accommodates drivers of all stripes.”

## **MOTHERPROOF.COM**

Mother Proof™ (<http://www.motherproof.com>) provides online car reviews and information aimed at the fastest growing segment of automotive consumers: women and mothers. The site was launched in 2004 by Kristin Varela, a young mother of two, when she was in need of a new car and couldn't find information that was important to her and her family. Now part of the Cars.com family, Mother Proof's team of mom-reviewers continues in a never-ending quest for the quintessential mom-mobile, searching for vehicles that make grocery shopping and preschool pickup just a little easier.

## **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](http://www.HyundaiAssurance.com).

###

Journalists are invited to visit our news media web site: [www.hyundainews.com](http://www.hyundainews.com)