

HYUNDAI ACCENT TOPS SEGMENT IN J.D. POWER AND ASSOCIATES INITIAL QUALITY STUDY

FOUNTAIN VALLEY, Calif., June 17, 2010 – J.D. Power and Associates announced today that the [Hyundai Accent](#) topped the sub-compact segment in its 2010 Initial Quality Study (IQS). Owners of the economical and fun-to-drive 2010 Accent reported the fewest problems per 100 vehicles in its segment. [Elantra](#) also finished in the top three in the compact car segment.

Overall, Hyundai finished third among non-premium brands in the 2010 Initial Quality Study, holding a top-three position for the second consecutive year, well below the industry average for reported problems per 100 vehicles.

“Pursuit of industry-leading quality is Hyundai’s number one global priority,” said John Krafcik, president and CEO, Hyundai Motor America. “It’s fitting that our most economical model, the Accent, leads its class in initial quality. It demonstrates that quality and value can go hand-in-hand.”

The Accent’s many strengths make it not only a smart choice for buyers, but also a clear value leader in its segment. New features for 2010 – like steering wheel audio controls and iPod/USB inputs – demonstrate Hyundai’s commitment to continually meeting higher customer expectations and being a class-above the competition. The Accent’s smart design pays comfort dividends inside, with more total interior volume than competitors that are a vehicle class above Accent. An efficient 1.6-liter DOHC in-line four cylinder engine powers Accent with up to 36 miles-per-gallon on the highway while producing low emissions. Add in the J.D. Power and Associates IQS segment award, and Accent is a clear choice for consumers in this category.

The J.D. Power and Associates IQS measures 228 attributes, including the overall driving experience, engine and transmission, and a broad range of defect and design problems reported by vehicle owners. The 2010 study tallied over 82,000 responses from owners of new, 2010 model-year vehicles.

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 about 800 dealerships nationwide. All Hyundai vehicles sold in the U.S. are covered by the Hyundai Assurance program, which includes the 5-year/60,000-mile fully transferable new vehicle warranty, Hyundai's 10-year/100,000-mile powertrain warranty and 5-years of complimentary Roadside Assistance.

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