Hyundai Motor’s Tucson Honored As International Family Vehicle Of The Year By Road & Travel Magazine

* *Hyundai Motor’s Tucson Recognized for Its Sporty Design and Advanced Safety Technologies*
* *The vehicle offers bold, athletic exterior styling, a pair of fuel-efficient drivetrains and a roomy, well-appointed interior*

**November 24, 2015** – **Hyundai Motor’s Tucson was recognized with the International Family Vehicle of the Year Award by Road & Travel Magazine at the 2015 Los Angeles Auto Show**. The Tucson earned this award for its top safety and family-oriented comfort features, like available Automatic Emergency Braking and a spacious passenger cabin that incorporates stain-resistant YES Essentials fabrics.

“Hyundai Motor’s Tucson won in its category because it not only met but exceeded ICOTY's criteria with its personable and modern styling, safety features and ease of handling, and with how well it resonated with young families,” said Courtney Caldwell, founder, International Car of the Year Award. “The Tucson stood out among all the contenders in the family category based largely on family reaction.”

The International Car of the Year Awards are determined by a diverse group of 12 jurors. The jury is made up of experienced automotive journalists and editors from top publications such as MSN Autos, Edmunds.com, Consumer Guide Automotive, Yahoo! Autos, and AutoWeek. Vehicles are assessed on how well a vehicle creates an emotional connection with the consumer through experience. Consideration is also based on how well a vehicle is marketed in order to establish that emotional connection through a campaign. After the jurors have cast their votes, the ICOTY ballots are sent to J.D. Power and Associates for processing, to ensure accuracy and credibility.

“Our commitment to customer safety and satisfaction is paramount at Hyundai Motor and the all-new 2016 Tucson winning this award is further evidence these important qualities are resonating with consumers,” said Mike O’Brien, vice president, corporate and product planning, Hyundai Motor America. “We’re thrilled that this distinguished group of jurors recognized the Tucson over a tough group of competitors.”

Hyundai Motor’s All-new Tucson offers bold, athletic exterior styling, a pair of fuel-efficient drivetrains and a roomy, well-appointed interior. It is engineered with advanced safety features including a Lane Departure Warning system, Blind Spot Detection, Rear Cross-Traffic Alert, Lane Change Assist, Backup Warning Sensors and Automatic Emergency Braking (AEB). The vehicle also earned the Insurance Institute for Highway Safety’s (IIHS’s) 2015 TOP SAFETY PICK+ designation.

-Ends-

**About the International Car of the Year Awards**

Founded by Courtney Caldwell, editor-in-chief of Road & Travel Magazine, ICOTY has a pioneering theme that sheds light on the importance of marketing cars to consumer lifestyles, thereby eliciting an emotional reaction and connection between car and consumer. Today, several automakers produce national TV commercials that successfully establish an emotional bond with their buyers, inspiring brand loyalty.

**About 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 830 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 limited warranty, Hyundai’s 10-year/100,000-mile powertrain limited warranty and five years of complimentary Roadside Assistance. Hyundai Blue Link Connected Care provides owners of Hyundai models equipped with the Blue Link telematics system with proactive safety and car care services complimentary for one year with enrollment. These services include Automatic Collision Notification, Enhanced Roadside Assistance, Vehicle Diagnostic Alert, Monthly Vehicle Health Report and In-Vehicle Service Scheduling.

**About Hyundai Motor**

Established in 1967, Hyundai Motor Company is committed to becoming a lifetime partner in automobiles and beyond. The company leads the Hyundai Motor Group, an innovative business structure capable of circulating resources from molten iron to finished cars. Hyundai Motor has eight manufacturing bases and seven design & technical centers worldwide and in 2014 sold 4.96 million vehicles globally. With almost 100,000 employees worldwide, Hyundai Motor continues to enhance its product line-up with localized models and strives to strengthen its leadership in clean technology, starting with the world’s first mass-produced hydrogen-powered vehicle, ix35 Fuel Cell.

More information about Hyundai Motor and its products can be found at:

<http://worldwide.hyundai.com>or [www.hyundaiglobalnews.com](http://www.hyundaiglobalnews.com)

**Contact**

Global PR Team

[Globalpr@hyundai.com](mailto:Globalpr@hyundai.com)

[www.hyundaiglobalnews.com](http://www.hyundaiglobalnews.com)

+82 (0)2 3464 2152 ~ 2160

###