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MAMA NAMES 2011 HYUNDAI SONATA FAMILY VEHICLE OF THE YEAR

FOUNTAIN VALLEY, Calif., Feb. 15, 2011 – The 2011 [Hyundai Sonata](#) continues to establish itself as the new standard for midsize sedans as it was named the inaugural recipient of the “Family Vehicle of the Year” award by the Midwest Automotive Media Association (MAMA). The Sonata beat out top competitors, including the 2010 Audi A3 TDI, 2011 Chevrolet Cruze, 2011 Honda Odyssey, 2011 Jeep Grand Cherokee, 2011 Kia Optima, 2010 Kia Sorento, 2011 Kia Sportage, and the 2010 Suzuki Kizashi.

“A family car is an important purchase as it needs to serve families reliably and at a reasonable price. MAMA members pooled their collective knowledge and experience to pick the best family vehicle from a strong group of recent releases, and the Hyundai Sonata came out on top,” said award coordinator Kirk Bell.

MAMA is a group of automotive journalists that created the award to help consumers make informed decisions about which car is the best choice for their family. To qualify for the MAMA “Family Vehicle of the Year,” vehicles must have four doors, start at less than \$50,000, appear at either the MAMA spring or fall rally, and be new or significantly updated since the summer of 2010. During the MAMA rallies, a total of 75 automotive journalists voted for his or her top choices for the award, and the Sonata was the clear winner.

“The 2011 Hyundai Sonata is a game-changing midsize sedan with a fuel-efficient four-cylinder engine lineup and fluidic sculpture design,” said Scott Margason, director, Product Planning, Hyundai Motor America. “The MAMA ‘Family Vehicle of the Year’ award demonstrates its appeal to families due to its advanced safety technology, large interior and cargo space, plus numerous high-tech options.”

The 2011 Hyundai Sonata features some of the most advanced technological options, such as a navigation system with voice activation and an interactive touch screen as well as XM NavTraffic® and XM Data Services, integrated Bluetooth, satellite radio, and a HomeLink transceiver. With many safety features, including Electronic Stability Control, Traction Control, and Anti-lock Braking System, Sonata was also the first midsize car to receive a five-star crash

test rating under the National Highway Traffic Safety Administration's new, more stringent 2011 system and an Insurance Institute for Highway Safety Top Safety Pick honor, placing it in a safety position unsurpassed in the industry.

MAMA

Founded in 1991, the MAMA is comprised of more than 200 auto journalists and PR professionals. Though based in Chicago area, MAMA welcomes members from all parts of the country. The organization's primary purpose is to provide a forum for newsworthy people, major issues and new products in the automotive industry.

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 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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