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FOR IMMEDIATE RELEASE

From Family Favorite to Best Overall: 2026 Hyundai Palisade Calligraphy Wins MAMA's Top Award

A standout among this year's finalists, the three-row SUV impressed judges with its thoughtful execution and everyday livability.

CHICAGO (Feb. 6, 2026) – The Midwest Automotive Media Association (MAMA) today announced the **2026 Hyundai Palisade Calligraphy** as the **overall winner of the 2026 MAMA's Favorite Vehicle Awards**, rising to the top from a highly competitive field evaluated by over 175 automotive media professionals across the past year.

After driving and evaluating more than 100 new, redesigned, and refreshed vehicles at MAMA signature events—including Spring Rally, Favorites Fall Fest, and Chicago Drives Electric—members selected the Palisade Calligraphy for its standout combination of design, comfort, technology, value, and everyday usability.

“Each year, our members experience an incredible range of vehicles, but the Palisade Calligraphy consistently impresses across the board,” said MAMA President Jim O’Brill. “It delivers premium refinement, family-friendly versatility, and thoughtful technology in a way that resonates with both journalists and real-world drivers. It’s a vehicle that truly does it all, which is why it earned our top honor this year.”

“Being recognized with three Favorite Award wins by the MAMA organization is a true feather in our cap,” said Ricky Lao, director, product planning, Hyundai Motor North America. “The Palisade and IONIQ 9 each offer a robust set of features and technologies that consumers desire in their daily commutes. Whether shopping for ICE, hybrid, or all-electric, our three-row SUVs have consumers covered with award-winning style and capability.”

2026 MAMA's Favorite Vehicle Category Winners

MAMA's Favorite Vehicle Awards recognize excellence across seven key segments, with the overall winner selected from the category champions. The 2026 category winners are:

- **MAMA's Favorite Off-Roader:** 2025 Toyota 4Runner TRD Pro
- **MAMA's Favorite Family Vehicle:** 2026 Hyundai Palisade Calligraphy
- **MAMA's Favorite Luxury Vehicle:** 2026 Genesis GV70 3.5T Prestige
- **MAMA's Favorite Pickup Truck:** 2026 Ram 1500 5.7L HEMI
- **MAMA's Favorite Affordable Vehicle:** 2025 Volkswagen GTI
- **MAMA's Favorite Performance Vehicle:** 2025 BMW M5 Touring
- **MAMA's Favorite Plug-In Vehicle:** 2026 Hyundai IONIQ 9 Calligraphy

Together, these winners reflect the diversity, innovation, and excellence shaping today's automotive landscape—from high-performance driving and rugged capability to family-focused practicality and electrified advancement.

MAMA's Favorite Vehicle Awards continue to evolve as a trusted barometer of what resonates most with automotive media and consumers alike. Through hands-on testing, in-depth discussion, and real-world evaluation, the awards spotlight vehicles that rise above their segments and set new benchmarks.

About MAMA

Founded in 1991, the Midwest Automotive Media Association comprises nearly 300 automotive journalists and public relations professionals from across the U.S. and Canada. The association provides a forum for discussion of major automotive industry issues while connecting newsworthy products with key influencers.

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