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HYUNDAI INVITATIONAL GOLF TOURNAMENT SERIES SHOWCASES HYUNDAI'S PREMIUM VEHICLES TO GOLFERS NATIONWIDE

Players from 50 Charity Tournaments Can Earn the Opportunity to Play in the Hyundai Invitational National Final in Las Vegas

FOUNTAIN VALLEY, Calif., April 14, 2015 – After a successful inaugural year, the [Hyundai Invitational](#) golf tournament series will return in 2015, connecting golfers with the Hyundai brand, the [2015 Genesis](#) premium sedan and flagship [2015 Equus](#). Fifty of the best charity golf tournaments around the country will add a Hyundai sponsorship that includes hole-in-one opportunities for a new Genesis, donations toward the tournament and numerous other prizes and giveaways.

The Hyundai Invitational will sponsor a total of 50 charity golf tournaments across five different regions. Two winners from each tournament (either determined by low score or auction) will be invited to compete at the Hyundai Invitational National Final in Las Vegas at the Cascata Golf Club, Oct. 21-23.

At the Hyundai Invitational National Final, the player with the low-net score from each region will receive an all-expenses paid trip to a premier golf destination. The player with the overall low-net score will earn an even more exclusive golf experience that will be announced in the coming months. The Hyundai Invitational will get started on April 20 at the Captain Hope's Kids Charity Golf Classic in Irving, Texas. To find a Hyundai Invitational event near you, visit [Hyundai-Invitational.com](#).

“From the PGA TOUR down to local amateur events, golf has always been a sport committed to raising money for charity and Hyundai is helping 50 tournaments increase their support for many worthy causes,” said David Feherty, host of the Feherty show, current CBS golf analyst and [Hyundai's golf ambassador](#), who will be onsite at the National Final interacting with the participants. “I'm looking forward to meeting the 100 winners at the Hyundai

Invitational National Final and giving them a few tips that have a small chance of actually helping their game.”

“The Hyundai Invitational is a perfect way for us to build stronger awareness with avid golfers and expose them first-hand to our interpretation of luxury with the all-new Genesis,” said Trea Reedy, senior group manager, Experiential Marketing, Hyundai Motor America. “We continue to have a lot of success with our golf activations that tap into the passion of golfers everywhere.”

The all-new 2015 Genesis premium sedan represents a bold step forward for Hyundai. It continues to build upon the successful strategy of marketing its premium models under the Hyundai brand umbrella, rather than a costly separate luxury brand sales channel. The new Genesis is incredibly well-equipped in every configuration, including a generous suite of standard safety and convenience features. For the first time in a Hyundai sedan, a sophisticated AWD system is offered, significantly broadening the Genesis’ appeal in Snowbelt regions throughout the U.S.

A feature particularly well-suited for golfers is Hyundai’s new Smart Trunk. The Smart Trunk system opens the trunk automatically if the smart key is detected in a pocket within a few feet of the rear bumper for longer than three seconds. This system allows the driver to keep both feet comfortably on the ground, simply waiting by the trunk a few seconds for it to open automatically, making it much easier to get golf clubs in and out of the trunk.

In golf, Hyundai is also the title sponsor of the [Hyundai Tournament of Champions](#), the PGA TOUR’s winners-only event held each January in Hawaii. Hyundai’s “Road to Kapalua” started during this year’s West Coast Swing where Hyundai was the official vehicle of the PGA TOUR’s [Humana Challenge](#) in partnership with the Clinton Foundation and vehicle partner for the [Farmers Insurance Open](#).

For more information on all of Hyundai’s golf activities visit [HyundaiGolf.com](#). [Advantage International](#) is managing the Hyundai Invitational golf tournament series.

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 820 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.

For more details on Hyundai Assurance, please visit www.HyundaiAssurance.com

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