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MEDIA RELEASE

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HYUNDAI FIRST TO OFFER REAL-TIME TRAFFIC UPDATES IN NEW ZEALAND

Hyundai Motors New Zealand will become the first vehicle manufacturer in New Zealand to include real-time traffic updates as an integrated feature of its vehicle satellite navigation systems.

The system, which receives live updates from the SUNA Traffic Channel and can adjust the recommended route to bypass traffic, will be available as standard on the new generation Santa Fe Elite/Elite Limited and the Veloster models, and as an option on the ix35 Elite, i40 Elite wagon/sedan, and i30 Elite.

Drivers will have access to up-to-the-minute information on traffic incidents such as accidents, road closures, traffic congestion, major road works and special events when travelling in Auckland, Hamilton, Tauranga, Wellington and Christchurch.

Hyundai Motors New Zealand General Manager Andy Sinclair says, while the technology is available to drivers overseas, Hyundai is proud to be the first vehicle manufacturer to offer it in New Zealand.

“This system ensures that our customers will know which areas to avoid and how to reach their destination in the quickest possible way.

“We’re a technology-driven company so we encourage and apply innovative thinking, and introducing live traffic updates is just one of the ways we’re leading the market here in New Zealand,” Mr Sinclair says.

SUNA Traffic Channel was launched in New Zealand in June 2012, and is already accessible on selected portable navigation devices and smartphone apps.

Adam Game, Chief Executive Officer, Intelomatics, says the partnership with Hyundai further extends Intelomatics’ position as one of the world’s most advanced traffic services.

“We are very pleased to be working with Hyundai to make real-time traffic updates accessible to New Zealand drivers through their in-car satellite navigation systems for the first time.

“Integrated traffic solutions are a fast growing market and we congratulate Hyundai on being first to market,” says Mr Game.

SUNA’s detailed congestion monitoring is made possible through real-time analysis of data collected from thousands of ‘probe’ vehicles equipped with GPS systems. SUNA also incorporates information from The Radio Network’s leading Time Saver Traffic service, the New Zealand Transport Agency (NZTA) and other sources such as emergency services and local councils.

When combined, these data sources provide a comprehensive view of traffic flows and incidents across New Zealand's most congested areas to better inform motorists of the nature of traffic snarls ahead.

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About Hyundai New Zealand

Hyundai has been in New Zealand for over 30 years. The company is ranked third in passenger vehicle sales with 9.28% market share and fourth in total vehicle sales with 7.80% market share YTD 2013. Hyundai was also the number one selling passenger diesel vehicle brand in 2012, with the Santa Fe model as the number one selling passenger diesel vehicle in 2012.

Hyundai is a committed sponsor of sports and cultural organisations in New Zealand and worldwide. Visit www.hyundai.co.nz.

About Hyundai Motor Company

Established in 1967, Hyundai Motor Co. has grown into the Hyundai Motor Group, with more than two dozen auto-related subsidiaries and affiliates. Hyundai Motor -- which has seven manufacturing bases outside of South Korea including Brazil, China, the Czech Republic, India, Russia, Turkey and the U.S. -- sold 4.4 million vehicles globally in 2012. Hyundai Motor, which employs over 80,000 worldwide, offers a full line-up of products including small to large passenger vehicles, SUVs and commercial vehicles. Further information about Hyundai Motor and its products is available at www.hyundai.com.