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NEWS BUREAU

FOR IMMEDIATE RELEASE

HYUNDAI VIRTUAL GUIDE INTRODUCES AUGMENTED REALITY TO THE OWNER'S MANUAL

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- First Mainstream Automaker to Launch 2D/3D Owner's Manual for Smartphones and Tablet Computers
- Hyundai Virtual Guide Provides Convenient, Simple Ways to Become Familiar with Full Vehicle Capabilities

LOS ANGELES, Nov. 10, 2015 – Later this year, Hyundai will be the first mainstream automaker to launch an augmented reality owner's manual app. The Hyundai Virtual Guide app is the brand's modern take on the traditional owner's manual, allowing consumers to use their smartphone or tablet computer to get how-to information for repairs, maintenance and vehicle features. At launch, the Hyundai Virtual Guide is compatible with the 2015 Sonata model, and will soon become available for additional models. The new app recognizes more than 45 major features of the Sonata and is available for free download on the Apple App store and Google Play.

Hyundai used quality consumer survey results to determine the top difficult-to-use features to incorporate into the Virtual Guide. The app also contains 82 how-to videos, six 3D overlay images that appear once users scan areas of their vehicle like the engine bay and more than 50 informational guides.

"The Virtual Guide is aimed at educating our owners on how to use the functions and features of their vehicle," said Frank Ferrara, executive vice president, customer satisfaction, Hyundai Motor America. "We modernized the idea of an owner's manual to provide the highest-quality user experience for the growing population of tech savvy consumers."



Hyundai Virtual Guide

The Hyundai Virtual Guide uses two- and three-dimensional tracking technology to deliver deep levels of information related to different parts of the car. Users simply position their phone or tablet's camera over the part they want to learn more about.

The Hyundai Virtual Guide can virtually identify and provide how-to information on the following features:

- Air filter

- Smart Cruise Control
- Bluetooth phone pairing
- Warning indicators
- Clock
- Engine oil
- Brake fluid
- Fuse box
- Smart trunk

Hyundai is a leader in reinventing the thick owner's manual sitting in every car's glove box. In 2010, Hyundai redefined the luxury-vehicle ownership experience with the launch of the Equus Owner's Manual App for iPad®, iPhone and iPod touch. In 2014, the Hyundai Assurance Car Care mobile and in-vehicle app arrived as another convenient option for accessing car care services and vehicle information. The in-vehicle Car Care app put the owner's manual right inside the vehicle's touchscreen, giving customers the services and information they want the most, when and where they need them most: right inside the car.

HYUNDAI MOTOR AMERICA

Hyundai Motor America, headquartered in Fountain Valley, Calif., is a subsidiary of Hyundai Motor Company 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 three years 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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