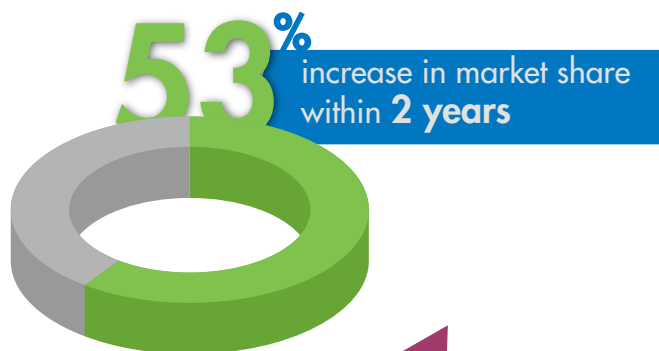
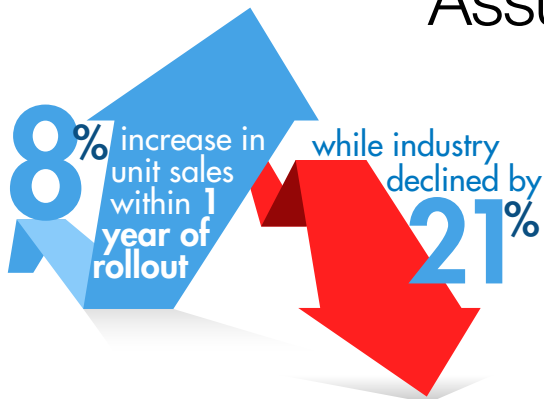


WALKAWAY[®]

PROTECTION FOR AUTOMOTIVE FINANCING

HYUNDAI

Assurance 2008 - 2011



Within 6 months of launch, Hyundai ranked the **4TH LARGEST AUTOMAKER IN THE WORLD**, outpacing Ford and Dodge.



Halfway through 2009, Hyundai posted an all-time high U.S. market share of **4.2 percent**.

Hyundai Customers Said ...

Lives Impacted by WALKAWAY...

53% of respondents to a national consumer survey said that **Hyundai Assurance was the key reason for consideration of the brand**.

Consideration for new Hyundai vehicles jumped **59%**.

Hyundai was named **Advertising Age's Marketer of the Year**, with **60 percent** of Americans aware of and willing to buy the brand, compared to **40 percent** two years prior.

MORE THAN HALF OF PEOPLE in the market to buy had not considered Hyundai before hearing about the Hyundai Assurance program.

Close to
1,000,000
Americans protected by WALKAWAY since 2007.