Automaker Plans to Achieve 50 mpg by 2025 through Innovative Blue Drive™ Technologies

TRAVERSE CITY, Mich., /PRNewswire/ - Hyundai Motor America today announced plans to maintain its leadership and achieve a corporate average fuel economy (CAFE) rating of at least 50 miles per gallon (mpg) by 2025 for its lineup of passenger cars and light duty trucks.

Current National Highway Traffic Safety Administration (NHTSA) regulations require automakers to achieve a CAFE rating of 35.5 mpg by 2016. Before those rules were enacted last year, Hyundai had already announced its own plan to reach 35 mpg by 2015. Hyundai's announcement of this longer-term goal of delivering a minimum 50 mpg CAFE rating by 2025 is consistent with its philosophy of setting stretch objectives that align its resources, challenge its team members, and delight consumers and society.

"We're committed to setting the pace in this industry on fuel economy, and we're inspired by the possibilities that our advanced Blue Drive technologies afford," said John Krafcik, Hyundai Motor America president and CEO. "Getting to 50 mpg and beyond seems like a huge leap, but by making this commitment and aligning our R&D initiatives now, we know we can get there."

Hyundai has shown that customers will flock to high-quality, stylish products offering high fuel economy. The game-changing all-new 2011 Hyundai Sonata is the first mid-size family sedan to offer only 4-cylinder engines. Sonata achieves an EPA highway rating of 35 mpg, yet leads competitors in power output through the use of advanced gasoline direct injection (GDI). Sonata's sales were up 48 percent in the first half of 2010, while its transaction prices and residual values now exceed those of most mid-size competitors. The Sonata and its 2.4-liter Theta II GDI engine are built at Hyundai Motor Manufacturing Alabama.

"This is our simple formula for success in the automobile industry," said Krafcik. "Rather than fighting fuel economy regulation, we encourage our Hyundai engineers to deliver more fuel efficiency, faster, accelerating the benefits to our customers, society, and the planet." Since becoming the fuel economy leader in the 2008 model year, Hyundai Motor America market share is up more than 50 percent.

Hyundai's plan to achieve an average of 50 mpg or better encompasses a full line of products, from small cars to larger family haulers. It leverages Hyundai's global Blue Drive strategy, aligning R&D resources at its engineering centers in California, Michigan, Korea, India and Germany to develop more fuel-efficient vehicle technologies. Key enablers are improvements and innovation in powertrains including gasoline direct injection, turbocharging, electric hybrids, plug-in hybrids, light-weight materials and design, and more.

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