



**Hyundai Motor America**  
10550 Talbert Avenue, Fountain Valley, CA 92708  
TEL: 714-965-3000 FAX: 714-378-1008  
MEDIA WEBSITE: HyundaiNews.com CORPORATE WEBSITE: HyundaiUSA.com  
**FOR IMMEDIATE RELEASE**

**NEWS BUREAU**

Contact: Miles Johnson  
714-965-3366  
[milesjohnson@hmausa.com](mailto:milesjohnson@hmausa.com)

## **HYUNDAI GENESIS COUPE TAKES DIGITAL FORM IN “FORZA MOTORSPORT 3” EXCLUSIVELY ON XBOX 360**

- Rhys Millen Racing Red Bull Genesis Coupe, HKS Genesis Coupe and one of a kind in-game Genesis Coupe star in the Xbox 360 premier racing simulator.

**FOUNTAIN VALLEY, Calif., Nov. 2, 2009** – Few enthusiasts will ever get the chance to drive the 300-horsepower Genesis Coupe on a racetrack, but thanks to “Forza Motorsport 3,” millions of gamers worldwide will get to experience the thrill in the digital world.

Racing game enthusiasts will be able to test their driving skills in the Genesis Coupe in “Forza Motorsport 3,” launched in the U.S. on Oct. 27, exclusively on Xbox 360.

“Genesis Coupe’s participation in ‘Forza Motorsport 3’ will raise Hyundai’s awareness with driving enthusiasts and the very important youth segment,” said Joel Ewanick, vice president, Marketing, Hyundai Motor America. “The mission for Genesis Coupe was to create a pure performance car and for it to appear in such a realistic racing simulator is awesome.”

Developed by Turn 10 Studios, “Forza Motorsport 3” unites the racing game genre where players will live out their dreams behind the wheel of more than 400 of the most-beloved cars, including a roster of Hyundai favorites. The vehicles can be driven on more than 100 renowned real-world tracks and exotic road courses from around the globe. Breathtaking HD graphics and the most advanced vehicle performance modeling in a video game make “Forza Motorsport 3” the most realistic racing experience ever. Introducing a host of driving assists and adjustable skill levels, “Forza Motorsport 3” is a gripping pick-up-and-play experience for racing novices and seasoned pros alike.

Further fueling the imaginations of its evergreen community of painters, tuners and photographers, “Forza Motorsport 3” features improved customization tools and brand new ways to share creations with the world via Xbox LIVE. Painters and tuners will be able to showcase complete artistic creativity through the celebrated Livery Editor, customize cars with the deep tuning garage, and share their designs in the “Forza Motorsport 3” Auction House and Storefront. To celebrate the flourishing “Forza” community, Hyundai will be gifting a free

downloadable vehicle package on Xbox LIVE on Nov. 17, 2009. The package will include the Rhys Millen Racing Red Bull Hyundai Genesis Coupe, HKS Genesis Coupe and a one of a kind Genesis Coupe. The Hyundai Genesis Coupe will also boast its own race series within the Career mode of the game. Hyundai is also developing an online photo and video upload contest for “Forza” gamers who can show off their best in-game photo and video of the Genesis Coupe in action.

## **YOUTH INFLUENCE**

- With the help of growing economies, young people (ages 25 and younger) the world over are embracing consumerism for themselves and influencing the tastes and purchases of others.
- Teens in the U.S. have spending power in excess of \$172 billion per year and influence \$565 billion of their parents spending.
- The Millennial generation will make up 28 percent of the U.S. driving population by 2010.
- Racing video games primarily appeal to males 18 – 30.
- Males 18 – 30 spend more time playing video games than they are watching television.

## **HYUNDAI AND AND MICROSOFT**

Hyundai’s relationship with Microsoft developed out of a lust for high performance automobiles. The Microsoft team met with Hyundai staff at the Specialty Equipment Market Association (SEMA) show in Las Vegas in November of 2008 to discuss possibilities around the upcoming 2010 Genesis Coupe.

Turn 10 Studios, a [Redmond, Washington](#)-based racing [video game developer](#) created internally by [Microsoft Game Studios](#), embarked on the meticulous process of scanning Genesis Coupes with high level detail and consulted Hyundai’s premier drift racer Rhys Millen to provide real-world feedback on the gameplay and vehicle renders for accuracy.

“It is exciting to have your own car in a video game. I was very impressed with the realism of the game with things like hood pins and exhaust outlets showing up in precise detail,” says Rhys Millen, driver of the Red Bull Hyundai Genesis Coupe race car and founder of Rhys Millen Racing. “The Turn 10 game developers were very accurate in portraying the driving

experience as well. For example, changing tires alters the handling of the car just like in the real world.”

To perfect the look and driving feel of the Genesis Coupe in the game, Turn 10 developers spent many hours scanning every inch of the Genesis Coupes. The attention to detail even resulted in a perfectly captured Genesis Coupe exhaust note.

Extending this unique partnership even further, “Forza Motorsport 3” will also feature in-game advertising of Genesis Coupe on billboards, building exteriors and JumboTrons, made specially for the game.

Fans will be given the opportunity to test drive the most realistic experience ever as “Forza Motorsport 3” makes a public appearance at the Hyundai stand at the SEMA Show from Nov. 3 – 6, 2009 at the Las Vegas Convention Center.

## **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 790 dealerships nationwide. All Hyundai vehicles sold in the U.S. are covered by The Hyundai Advantage, America’s Best Warranty. In addition, Hyundai Assurance is now offered on all new vehicles leased or purchased from a certified Hyundai dealer. The program is available to any consumer, regardless of age, health, employment record or financed amount of the vehicle. The program is complimentary for the first 12 months.

###

**Journalists are invited to visit our news media web site: [www.hyundainews.com](http://www.hyundainews.com)**