

HYUNDAI'S COMMITMENT TO CUSTOMERS AND COMMUNITIES EXTENDS TO CITY MUNICIPALITIES AND LAW ENFORCEMENT

Throughout 2023, Hyundai partnered with local government officials, law enforcement agencies, and community groups, as well as our nationwide network of dealerships, to deliver anti-theft solutions to customers through a pioneering mobile clinic initiative.

1m

Total successful software upgrades in 2023

20

Anti-theft service centers planned in 2024

230+

Anti-theft events hosted in 2023



A National Effort

In 2023, Hyundai hosted mobile anti-theft service centers in major metropolitan areas around the country to facilitate the installation of a free software upgrade to assist customers and communities affected by social-media driven thefts.

9

National multi-day mobile clinics: **New York City, Chicago, Washington, DC, Baltimore, Minneapolis, Rochester, St. Paul, St. Louis, and Cleveland.**

230

Regional events operated in 2023 by Hyundai dealerships, including in **Arizona, California, Georgia, Florida, Nevada, and Ohio.**

“ Customers say.....

“They are a company that takes care of its cars, and we wanted to protect ours to the best of our ability.”

– Rochester resident

“The right thing to do is what Hyundai is doing, in getting in front of a problem as quick as they can.”

– Buffalo resident

“It was really fast and easy, and we happened to be in the city, so we just stopped by.”

– Chicago resident

“Having this update done is such a great feeling. It’s a sense of security and belonging that we have our vehicle back.”

– Rochester resident



Critical Partnerships

To raise awareness about the software upgrades, we partnered with dealerships, law enforcement agencies, community leaders, and elected officials, including Mayors **Muriel Bowser** (Washington, DC) and **Eric Adams** (New York City).

950

Partnerships with law enforcement agencies, such as the **NYPD** and **D.C. Metro Police**, and other community organizations, including the **Urban League of Metropolitan St. Louis.**

136K

Steering wheel locks provided to national, regional and local law enforcement in 2023.



Protecting our Communities

AP

Hyundai to Hold Software-Upgrade Clinics Across the US for Vehicles Targeted by Thieves

CBS NEWS CHICAGO

Hundreds of Hyundai drivers get needed security upgrades in Chicago

WBALTV 11

Hyundai driver flips the script on Baltimore car thief with anti-theft software

WUSA 9

Mayor Muriel Bowser, DC Police team up with Hyundai for anti-theft mobile clinic

