



Press Release

FOR IMMEDIATE RELEASE

GENIVI Alliance Announces Hyundai Motor Company as Sixth OEM Member Additional Nine New Core Members Continues Impressive Alliance Growth

SAN RAMON, Calif., July 21, 2010 - The GENIVI Alliance, an automotive and consumer electronics industry association driving the development and adoption of an open In-vehicle Infotainment (IVI) reference platform, announced today that Hyundai Motor Company has joined the Alliance as a Core Member, bringing the number of OEM members to six. Hyundai becomes the first Korean OEM to join GENIVI and accelerates the Alliance's efforts to engage Asian OEM's.

GENIVI also announced the addition of nine new additional Core members from ecosystem providers from across the consumer electronics, high technology and automotive industries. AISIN AW CO. LTD., Altran Praxis, Ericpol Telecom, NAV N GO KFT, NetLogic Microsystems, Inc., NVIDIA, Sirius XM, STMicroelectronics and Telemotive AG have all joined GENIVI as Core members enabling them to participate in technical councils and working groups to help drive the technical and marketing direction of the Alliance's platform.

These new members joined the existing GENIVI membership recently at GENIVI's second all-member meeting, held for the first time in Europe in Munich, Germany. Amongst the topics discussed were the planned features for the second GENIVI Alliance platform release and support for the second semiconductor architecture (ARM-based).

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“The addition of Hyundai marks a milestone for GENIVI as we continue our expansion into Asia,” said Graham Smethurst, GENIVI president. “GENIVI’s continued success hinges on the contribution of OEMs of the caliber of Hyundai and we look forward to working with them as we continue to improve the GENIVI Alliance platform.”

The GENIVI Alliance now boasts 75 members spanning the entire automotive ecosystem across all major geographies, including six OEMs, key first tier suppliers, and the majority of semiconductor providers to the In-Vehicle Infotainment (IVI) market.

About Hyundai Motor Co.

Established in 1967, Hyundai Motor Co. has grown into the Hyundai-Kia Automotive Group which was ranked as the world’s fifth-largest automaker since 2007 and includes over two dozen auto-related subsidiaries and affiliates. Employing over 75,000 people worldwide, Hyundai Motor sold approximately 3.1 million vehicles globally in 2009, posting sales of US\$41.8 billion (including overseas plants, using the average currency exchange rate of 1,276 won per US dollar). Hyundai vehicles are sold in 193 countries through some 6,000 dealerships and showrooms. Further information about Hyundai Motor and its products are available at www.hyundai.com.

About GENIVI Alliance

GENIVI Alliance is a non-profit industry association whose mission is to drive the broad adoption of an In-Vehicle Infotainment (IVI) open source development platform. GENIVI will accomplish this by aligning requirements, delivering reference implementations, offering certification programs and fostering a vibrant open source IVI community. GENIVI’s work will result in shortened development cycles, quicker time-to-market, and reduced costs for companies developing IVI equipment and software. GENIVI is headquartered in San Ramon, Calif. www.genivi.org.

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