

**NEWS RELEASE
FOR IMMEDIATE RELEASE****HYUNDAI CRETA OFFICIALLY LAUNCHED IN MALAYSIA**
Free extended warranty, free service packages for first 150 owners

PETALING JAYA, 28 April 2023 – Hyundai-Sime Darby Motors (HSDM) has officially launched the Hyundai Creta in Malaysia. Offered in a sole Plus variant, the feature-packed SUV wades into the competitive B-segment with contemporary design, convenient connectivity and comprehensive active safety.

“The Hyundai Creta targets those who desire individuality, who wish to stand out and break free from the norm. Its Sensuous Sportiness design language endows it with unmistakable presence and style. At the same time, it is equipped with all the technology and convenience features to perfectly complement active daily lifestyles,” said Sime Darby Motors Managing Director of Retail and Distribution for Malaysia Mr Jeffrey Gan.

At 4,315 mm long, 1,790 mm wide and 1,630 mm tall, with a 2,610 mm wheelbase, the Hyundai Creta is slightly larger all-round than the other B-segment SUV in HSDM’s line-up – the Kona. HSDM’s current SUV offerings now comprise, in ascending order of size, the Kona/Kona Electric, Creta, Ioniq 5 and Palisade, and the list is set to grow even further over the coming months.

“We are very excited to be launching the Creta, another Hyundai that is truly Geared for Distinction in the Malaysian market. The SUV market is showing no signs of slowing, both globally and in Malaysia, and the Creta’s introduction gives Malaysians more choice in the form of a compact SUV that’s fully in tune with the times,” said HSDM Managing Director Mr Low Yuan Lung.

The Hyundai Creta’s Parametric Jewel face features LED daytime running lights that are concealed within the grille, resulting in a look both menacing and full of intrigue. At night, they combine with the bumper-mounted LED projector headlamps to create a stunning and on-trend visual signature.

Inside, a plethora of technological features enhance comfort, convenience and drivability, including a 10.25-inch TFT LCD cluster, an eight-inch infotainment touchscreen with wireless Android Auto, Apple CarPlay and Voice

Recognition, auto air-con with rear air-con vents, keyless entry and start, plus an electronic parking brake with auto hold.

The Creta's Smartstream G1.5 litre four-cylinder petrol engine sends 115 PS at 6,300 rpm and 144 Nm of torque at 4,500 rpm to the front wheels through a Smartstream Intelligent Variable Transmission (IVT), enabling smooth, efficient and immediate progress. No fewer than four selectable drive modes are at the driver's disposal – Eco, Normal, Sport and Smart – showing the versatility of the Creta's character.

In terms of safety, the Creta comes standard with six airbags and a comprehensive Hyundai SmartSense suite of active safety features, including Forward and Blind Spot Collision-Avoidance Assist, Lane Keeping Assist, Lane Following Assist, Leading Vehicle Departure Alert, Rear Cross Traffic Collision-Avoidance Assist, Safe Exit Warning and High Beam Assist – all of which contribute to its full five-star New Car Assessment Programme for Southeast Asian Countries (ASEAN NCAP) safety rating.

“The Hyundai Creta is priced at RM149,888, on-the-road before insurance for Peninsular Malaysia. To sweeten the deal, we are throwing in a free extended warranty of 5 years/300,000 km as well as 3 years/50,000 km free service for our first 150 buyers!” said Mr Low.

The Hyundai Creta can be ordered in Dragon Red Pearl, Galaxy Blue Pearl, Titan Grey Metallic, Midnight Black Pearl or Creamy White Pearl. Customers may place their bookings at any authorised sales outlet nationwide or on ClicktoBuy (<https://www.hyundai.com.my/clicktobuy/>)

About Hyundai-Sime Darby Motors Sdn Bhd

Hyundai-Sime Darby Motors Sdn Bhd (HSDM) is a subsidiary of Sime Darby Motors. HSDM is the sole distributor and exclusive importer of all Hyundai completely built-up and locally-assembled vehicles and related spare parts. HSDM's complete car line-up includes the Creta, Elantra, Kona, Kona Electric, IONIQ 5, Staria, Palisade and Creta.

Issued by Circuit Communications on behalf of Hyundai-Sime Darby Motors Sdn Bhd. For more information about this release, kindly contact:

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