



Hyundai Motor America  
 10550 Talbert Ave, Fountain Valley, CA 92708  
 MEDIA WEBSITE: HyundaiNews.com  
 CORPORATE WEBSITE: HyundaiUSA.com

FOR IMMEDIATE RELEASE

## HYUNDAI MOTOR ANNOUNCES NEW REAR OCCUPANT ALERT REDUCING CHILD HEAT HAZARDS



**Miles Johnson**  
 Senior Manager, Quality, Service and Technology  
 (714) 366-1048  
 milesjohnson@hmmausa.com

ID: 48882

**HYUNDAI**

### Rear Occupant Alert

The system monitors the rear seats using sensor that detects the movements of children and makes visual and auditory warnings to reduce child heat hazards.

**01** It reminds drivers to check the rear seat with a message on the center cluster when deactivating and exiting the vehicle.

**02** Ultrasonic sensor detects movement in the rear seats after the vehicle is parked and locked.

**03** If the sensor detects the movement, it will honk the horn, flash the lights, it also sends a text message to driver's smartphone using Blue Link telematics.

- Ultrasonic sensor detects movement in the rear seats
- Horn sounds, lights flash and a Blue Link alert message is sent to the driver's smartphone if movement is detected

**Fountain Valley, Calif., Oct. 3, 2017** – Hyundai Motor showcased a Rear Occupant Alert system in a video today. The system monitors the rear seats using an ultrasonic sensor that helps to detect the movements of children. The system first reminds drivers to check the rear seats when exiting the vehicle with a message on the center instrument cluster display. If the system detects movement in the rear seats after the driver leaves the vehicle it will honk the horn, flash the lights and send a Blue Link alert to the driver's smartphone via Hyundai's Blue Link connected car system. In addition to being forgotten in the car, tragedies have also occurred in cases where children accidentally lock themselves in a car. To prevent issues like these, the rear occupant alert technology will be adopted in future 2019 model year Hyundai vehicles.



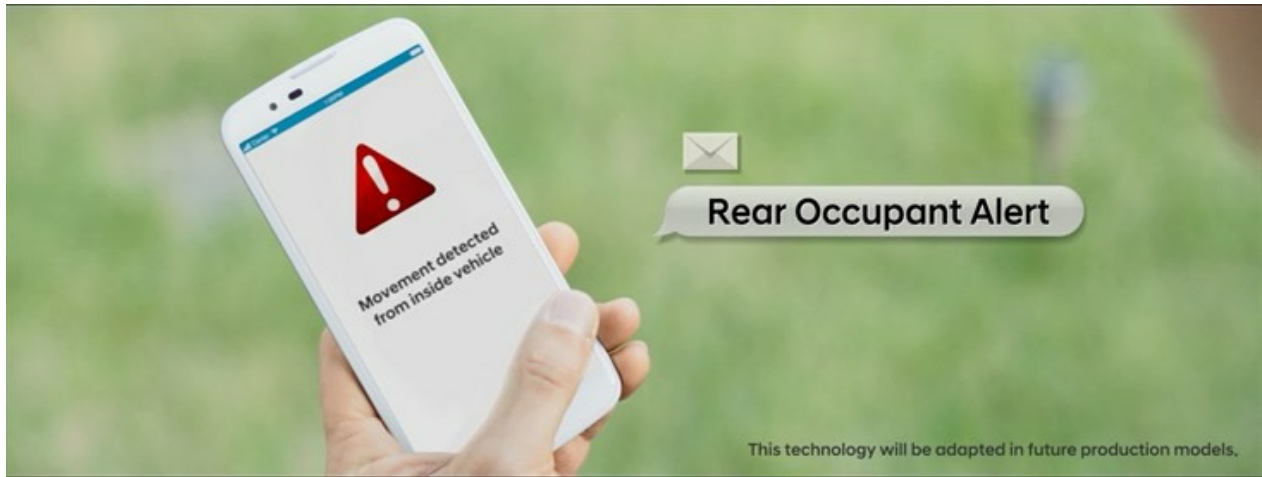
Ultrasonic sensors in the headliner of the vehicle detect movement in the rear seats

In the United States, 38 children have died from heatstroke in hot cars so far this year. More than 800 children have died from heat-related illnesses in vehicles since 1994 and in 55 percent of these cases, the parent was unaware their child was even in the vehicle. Experts say it only takes a matter of minutes before the heat can overwhelm a child's ability to regulate his or her internal temperature. Their core temperature can increase three to five times faster than that of an adult.

"The Rear Occupant Alert is just another example of how we do things better at Hyundai," said Mike O'Brien, vice president, product, corporate and digital planning, Hyundai Motor America. "This system is a first step in preventing tragedies. We understand only a brief lapse in judgement and inattention can have terrible consequences."



Reminder message displays on the center cluster



Alert send to the owner's cell phone



## HYUNDAI MOTOR AMERICA

Hyundai Motor America, headquartered in Fountain Valley, Calif., is a subsidiary of Hyundai Motor Company of Korea. Hyundai vehicles are distributed throughout the United States by Hyundai Motor America and are sold and serviced through more than 830 dealerships nationwide. All Hyundai vehicles sold in the U.S. are covered by the Hyundai Assurance program, which includes the 5-year/60,000-mile fully-transferable new vehicle limited warranty, Hyundai's 10-year/100,000-mile powertrain limited warranty and five years of complimentary Roadside Assistance. Hyundai Blue Link<sup>®</sup> Connected Care provides owners of Hyundai models equipped with the Blue Link telematics system with proactive safety and car care services complimentary for three years with enrollment. These services include Automatic Collision Notification, Enhanced Roadside Assistance, Vehicle Diagnostic Alert, Monthly Vehicle Health Report and in-vehicle service scheduling.

For more details on Hyundai Assurance, please visit [www.HyundaiAssurance.com](http://www.HyundaiAssurance.com)

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