



SKECHERS PERFORMANCE LOS ANGELES MARATHON WELCOMES HYUNDAI MOTOR AMERICA AS OFFICIAL AUTOMOTIVE PARTNER

Hyundai to Showcase Newest Model – the Ioniq – throughout Race Week

LOS ANGELES (March 10, 2017) – The Skechers Performance Los Angeles Marathon today announced a new partnership with Hyundai Motor America, with the car brand becoming the Official Automotive Partner of the March 19th race. The deal includes a wide range of race week activations through which runners and spectators will have the opportunity to experience Hyundai’s newest model, the Ioniq.

On race day, the Ioniq Hybrid will serve as the lead car for the Professional Men’s and Women’s fields. The vehicles will also be showcased at the start at Dodger Stadium and at the finish line in Santa Monica, as well as at the Finish Festival.

“Partnering with a world-renowned and reputable automotive manufacturer like Hyundai further enhances our collaboration with leading brands and is a great addition to our expanding portfolio of global partners”, said Sheri Wish, Vice President of Business Development, Conqur Endurance Group, the organizer of the race. “We’re thrilled to collaborate with an industry leader to integrate and showcase their green vehicle, the Ioniq.”

Hyundai will have a prominent presence at the Health & Fitness Expo, where Ioniq will be on display for attendees to explore. Hyundai will also be giving away branded items and will have product specialists on-site to answer vehicle questions.

As Official Automotive Partner of the race, Hyundai will also be featured within the official race app and across the marathon’s social and digital channels.

“Hyundai is proud to be partnering with Skechers Performance Los Angeles Marathon as Southern California is also home to our U.S. headquarters and many of our associates. We look forward to sharing our newest car in the line-up, the Hyundai Ioniq, while we lead the race to the finish line,” said Dean Evans, chief marketing officer, Hyundai Motor America. “We invite everyone to experience Hyundai’s “better” philosophy as we welcome fans and participants to celebrate the athletes’ achievements at the Finish Festival.”

The Skechers Performance Los Angeles Marathon will take place on Sunday, March 19, 2017. For more information and to register for the race, please visit www.lamarathon.com.

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 835 dealerships nationwide. All new Hyundai vehicles sold in the U.S. are covered by the Hyundai Assurance program, which includes a 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.

For more details on Hyundai Assurance, please visit www.HyundaiAssurance.com
Please visit our media website at www.hyundainews.com
Hyundai Motor America on [Twitter](#) | [YouTube](#) | [Facebook](#)

About Conqur Endurance Group

Conqur Endurance Group, a subsidiary of McCourt LP, creates world-class experiences that ignite passion in athletes and connect communities through the transformative power of sport. The Skechers Performance Los Angeles Marathon is among the largest marathons in the country with more than 25,000 participants, thousands of volunteers and hundreds of thousands of spectators. The “Stadium to the Sea” course, starting at Dodger Stadium and finishing near the Santa Monica Pier, is one of the most scenic in the world, taking runners on a tour of Los Angeles past every major landmark. In addition to the marquee event, Conqur Endurance Group produces the Santa Monica Classic 5K/10K, the LA BIG 5K and recently added the Pasadena Half Marathon & 5K at the Rose Bowl. For more information, please visit www.goconqur.com.

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