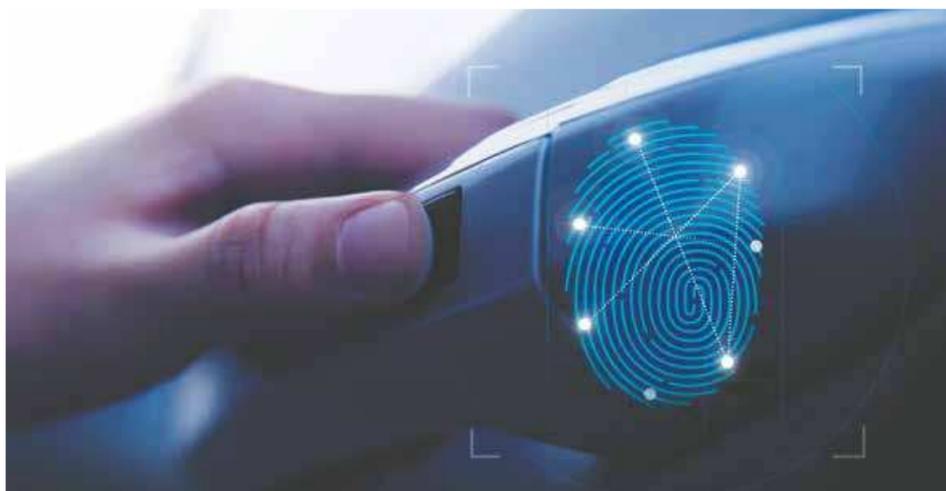


Your Hyundai Santa Fe Is At Your Fingertip!



Hyundai Motor Company has announced the world's first smart fingerprint technology that allows drivers to not only unlock doors but also start the vehicle.

Hyundai plans to implement the technology initially in Santa Fe SUV model that is to be released in select markets on the first quarter of 2019.

To unlock the vehicle, the driver need to place a finger on the sensor located on the door handle. The encrypted fingerprint information will be identified and

delivered to the fingerprint controller inside the vehicle.

The driver can also easily start the vehicle by touching the ignition that is also equipped with a fingerprint scanning sensor.

The technology also provides a customized driving environment. Matching information of driver preference with fingerprint data, the vehicle automatically adjusts seating positions, connected car features, and side-view mirror angles according to the driver.

"In the future, Hyundai Mo-

tor plans to further expand the application of the technology to allow the adjustment of temperature, steering wheel position, and many other features which will be tailored to driver's preferences" said Albert Biermann, President and Head of Research & Development Division of the Hyundai Motor Company.

"This will ultimately offer quality driving experience to each and every Hyundai customer."

Hyundai has also addressed the security issues on the smart fin-

gerprint technology. With capacitance recognition, which detects differentials in the electricity level in various parts of the fingertip, the fingerprint technology efficiently prevents forgeries and faked fingerprints.

The technology's chance of misrecognizing other person's fingerprint as the driver's is only 1 in 50,000 making it five times more effective than conventional vehicle keys, including smart keys. Moreover, in a technological breakthrough, and through

real-time learning of fingerprints supported by a 'dynamic update' system, the fingerprint system can continually improve its success rate.

Hyundai will apply the fingerprint technology in select markets and gradually expand to the other markets.

Hyundai Motor also plans to continue to implement other customizable technologies to vehicle lineup, to strengthen technological leadership in the future mobility market.



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GT model shown.

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[▲] 0% APR Purchase Financing is available on select new 2018 Mazda models. Excluded on 2018 MX-5 ST/MX-5 RF and all 2019 models. Terms vary by model.

[▼] I-Activ AWD Credit offer (value up to \$750) is available to qualifying retail customers who cash purchase/finance/lease a select new, in-stock 2018 and 2019 Mazda model from an authorized Mazda dealer in Ontario & Atlantic between Jan. 3 - 31, 2019. Amounts vary by model: \$300 on all 2019 CX-3 and on all 2018 CX-5 models; Maximum \$750 on all 2018 & 2019 CX-9 models. I-Activ AWD Credit applied before taxes. I-Activ AWD Credit offer cannot be combined with Winter Tire Credit Offer. NOTE: I-Activ AWD Credit offer not available on 2019 CX-5 models. Some conditions apply. See dealer for complete details. Winter Tire Credit offer (value up to \$750) is available to qualifying retail customers who cash purchase/finance/lease a select new, in-stock 2018 and 2019 Mazda model from an authorized Mazda dealer in Ontario & Atlantic between January 3 - 31, 2019. Customers can substitute a cash discount of up to \$750. Amounts vary by model: \$300 on all 2018 Mazda3/Mazda3 Sport; on all 2018 Mazda6. \$475 on 2019 MX-5 ST CX-5 models; Maximum \$750 on all 2018 MX-5 ST/MX-5 RF, 2019 MX-5 ST CX-3 & GT, on all 2019 MX-5 RF models; Cash discount substitute applied before taxes. Wheels and installation extra. Winter Tire Credit offer cannot be combined with I-Activ AWD Credit Offer. NOTE: Winter Tire Credit offer not available on 2019 CX-5 models. Some conditions apply. See dealer for complete details.

*Purchase from price, based on Manufacturer's Suggested Retail Price, for new 2018 CX-5 GX (NVXK68AA00) is \$27,923.

As shown, purchase-from price, based on Manufacturer's Suggested Retail Price, for new 2018 CX-5 GT (NXTN88AA00) is \$37,123.

Offers include freight, P.D.E., \$10 OMVIC fee (all models), \$17.75 (\$14.20 for MX-5 models) Tire Stewardship Fee, \$100 Air Conditioning Charge (where applicable) and fees. Offers exclude HST.

Licence, insurance, taxes and down payment (where applicable) are extra and may be required at the time of purchase. Dealer may sell/lease for less. Dealer order/trade may be necessary on certain vehicles. Lease and finance on approved credit for qualified customers only. Offers subject to change without notice. Visit mazda.ca or see your dealer for complete details.

