

# Media Release

## Hyundai announces Canada-exclusive, NHL Edition for the all-new 2024 Santa Fe

- Made for those who drive hockey, the 2024 Santa Fe National Hockey League (NHL<sup>®</sup>) Edition will feature a matte-white exterior; 20-inch, multi-spoke black alloy wheels and customized NHL-related accessories, all of which are unique to this trim.
- Customers will be able to customize the 2024 Santa Fe to represent their favourite team, with accessories available for all 32 NHL teams.
- The selected NHL team's logo will appear on Luxwood<sup>®</sup> door sills and on WeatherTech<sup>®</sup> floor mats and cargo liner.

This special edition is exclusive to the Canadian market and production will be limited to 500 units for the 2024 model year.

**MONTRÉAL, QC (January 18<sup>th</sup>, 2024)** – Today at the Montréal Auto Show, with the help of NHL Alumni and Montréal Canadiens icon Yvan Cournoyer, Hyundai Canada announced the addition of a Canadian-exclusive NHL Edition for its all-new 2024 Santa Fe.

Made for those who drive hockey, the Santa Fe NHL Edition will be differentiated with personalized Luxwood door sills, and WeatherTech floor and cargo liners featuring the team logo of the customer's choosing. From the outside, the Santa Fe NHL Edition stands out with its "Creamy White" matte exterior colour and 20-inch, multi-spoke black alloy wheels, both exclusive to this special edition model.

"At Hyundai Canada, we are very proud to be the official automotive partner of the NHL, National Hockey League Player's Association (NHLPA), and NHL Alumni Association (NHLAA). Since the beginning of this partnership in 2022, we have strengthened our connection to hockey by securing a partnership with up-and-coming superstar, Connor Bedard, the first overall pick to the Chicago Blackhawks in the 2023 NHL Entry Draft," says Christine Smith, director of marketing at Hyundai Auto Canada. "Today, we are proud to bring Hyundai's commitment to hockey and our partnership with the NHL one step closer to our customers, by allowing them to personalize the all-new Santa Fe with their favourite team's logos."

"As a lifelong fan of hockey myself, I am looking forward to offering Hyundai customers a version of one of our core models that brings our partnership with the NHL directly to their driveways," says Steve Flamand, director of product, corporate and digital strategy at Hyundai Auto Canada. "True fans of professional hockey teams appreciate new ways of showing their support. We hope hockey drivers



across Canada – and the passengers – will enjoy representing their loyalty to their favourite team every time they go for a ride in the Santa Fe NHL Edition.”

After its first public appearance at the Montréal International Auto Show from January 19-27, the Hyundai Santa Fe NHL Edition will be presented at the 2024 Hyundai NHL Fan Fair™ at the Metro Toronto Convention Center South Building in Toronto from February 1-4 during the 2024 NHL All-Star Weekend and at the Canadian International Auto Show in Toronto from February 16-25.

### **Hybrid powertrain**

Based on the Ultimate Calligraphy trim, the 2024 Santa Fe NHL Edition offers high-end equipment such as a dual wireless charging system for smartphones.

The Pecan brown interior will also feature a powerful USB-C terminal with a maximum charging rate of 27 watts and a third-row USB port. In addition, a UV-C sterilization compartment is available for the top of the Santa Fe's glove compartment, providing ultraviolet light-based sterilization of frequently used items, such as cell phones, wallets, glasses, and similarly sized items. A Bose 12-speaker premium sound system is also integrated in this special edition vehicle.

The 2024 Hyundai Santa Fe NHL Edition is powered by a turbocharged hybrid powertrain, offering a combined output of 232 horsepower and maximum torque of 271 lb.-ft. This is another feature exclusive to this special edition since all other Santa Fe Ultimate Calligraphy will be powered by a 2.5L gasoline engine.

### **About the 2024 Hyundai Santa Fe**

The new generation Hyundai Santa Fe stands out for its robust and adventurous design as well as for the large opening of its tailgate, allowing increased versatility. Thanks to a longer wheelbase compared to the previous generation, a three-row seating configuration is fitted as standard.

Santa Fe's all-new interior complements the exterior themes by emphasizing horizontal and vertical design elements matching the exterior design language. An H-shaped design motif is further applied to the upper instrument panel and air vents, enhancing a sense of openness and cohesive design balance.

2024 Santa Fe is available with two powerful and efficient powertrain options. The standard powertrain is a 1.6-litre direct-injected, turbocharged hybrid (Gamma III engine family) linked with a six-speed automatic transmission provides an estimated combined engine and motor output of 232 horsepower and maximum torque of 271 lb.-ft. Also available is a 2.5-litre direct-injected, turbocharged engine (Theta III



engine family) mated to an eight-speed dual-clutch transmission with an estimated output of 277 horsepower @ 5,800 rpm and torque of 311 lb.-ft. @ 1,700 – 4,000 rpm.

Besides the NHL Edition exclusive Creamy White Matte, the 2024 Santa Fe is available in 7 exterior colours in Canada, including Phantom Black; Serenity White Pearl; Earthy Brass Matte; Hampton Gray; Terracotta Orange; Atlantis Blue and Rockwood Green Pearl.

To learn more about the 2024 Santa Fe, [click here](#).

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#### **About Hyundai Auto Canada**

Hyundai Auto Canada, established in 1983 and headquartered in Markham, Ontario, was the first subsidiary of Hyundai Motor Company outside of Korea. Hyundai offers Canadian consumers a technology-rich lineup of cars, SUVs, and electrified vehicles. Today, with over 250 dealerships across Canada, Hyundai is the official automotive partner of the National Hockey League Players' Association (NHLPA) and the National Hockey League (NHL®) in Canada. Hyundai has been recognized as one of the Top 50 Best Workplaces™ in Canada for the last five years by the Great Place to Work® Institute. More information about Hyundai and its vehicles can be found at [www.HyundaiCanada.com](http://www.HyundaiCanada.com).

For more information about Hyundai and its products, please visit [www.hyundainews.ca](http://www.hyundainews.ca) or contact:

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#### **About the NHL**

The National Hockey League (NHL®), founded in 1917, consists of 32 Member Clubs. Each team roster reflects the League's international makeup with players from more than 20 countries represented, all vying for the most cherished and historic trophy in professional sports – the Stanley Cup®. Every year, the NHL entertains more than 670 million fans in-arena and through its partners on national television and radio; more than 191 million followers - league, team and player accounts combined - across Facebook, Twitter, Instagram, Snapchat, TikTok, and YouTube; and more than 100 million fans online at NHL.com. The League broadcasts games in more than 160 countries and territories through its rightsholders including ESPN, WBD Sports and NHL Network in the U.S.; Sportsnet and TVA Sports in Canada; Viaplay in the Nordics, Baltics, Poland and the UK; MTV3 in Finland; Nova in Czech Republic and Slovakia; Sky Sports and ProSieben in Germany; MySports in Switzerland; and CCTV5+ in China; and reaches fans worldwide with games available to stream in every country. Fans are engaged across the League's digital assets on mobile devices via the free NHL® App; across nine social media platforms; on SiriusXM NHL Network Radio™; and on NHL.com, available in eight languages and featuring unprecedented access to player and team statistics as well as every regular-season and playoff game box score dating back to the League's inception, powered by SAP. NHL Productions develops compelling original programming featuring unprecedented access to players, coaches and League and team personnel for distribution across the NHL's social and digital platforms.

The NHL is committed to building healthy and vibrant communities using the sport of hockey to celebrate fans of every race, color, religion, national origin, gender identity, age, sexual orientation, and socio-economic status. The NHL's Hockey Is For Everyone® initiative reinforces that the official policy of the sport is one of inclusion on the ice, in locker rooms, boardrooms and stands. The NHL is expanding access and opportunity for people of all backgrounds and abilities to play hockey, fostering more inclusive environments and growing the game through a greater diversity of participants. To date, the NHL has invested more than \$100 million in youth hockey and grassroots programs, with a commitment to invest an additional \$5 million for diversity and inclusion programs over the next year.

**About the National Hockey League Players' Association**

The National Hockey League Players' Association, established in 1967, is a labour organization whose members are the players in the National Hockey League. The NHLPA works on behalf of the players in varied disciplines such as labour relations, product licensing, marketing, international hockey and community relations, all in furtherance of its efforts to promote its members and the game of hockey. In 1999, the NHLPA Goals & Dreams fund was launched as a way for the players to give something back to the game they love. Over the past 25 years, more than 80,000 deserving children in 34 countries have benefited from the players' donations of hockey equipment. NHLPA Goals & Dreams has donated more than \$25 million to grassroots hockey programs, making it the largest program of its kind. For more information on the NHLPA, please visit [www.nhlpa.com](http://www.nhlpa.com).

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**About the NHL Alumni Association**

The NHL Alumni Association (NHLAA), established in 1999, is an organization devoted to bettering the lives of all former NHL players and their families. The NHLAA exemplifies this commitment to its members in many ways, including financial assistance, mental and emotional wellness support, physical care, post-playing career transition and family aid, all in furtherance of its efforts to 'Honour the Past.' Since its inception, the NHLAA has become the largest membership of retired professional hockey players and focuses on making tomorrow better than today for all NHL Alumni throughout their journey. To learn more, and to view our latest news posts, please visit us at [www.nhlalumni.com](http://www.nhlalumni.com).

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