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### **Lexicon Delivers Premium Audio System for the 2011 Hyundai Equus**

FARMINGTON HILLS, Michigan/USA, August 23<sup>rd</sup>, 2010 – HARMAN, the premium global audio and infotainment group (NYSE:HAR), is continuing its relationship with Hyundai, which started with the Hyundai Genesis sedan, by launching the premium Lexicon Discrete LOGIC7 Surround-Sound Audio System for the new Hyundai Equus.

“With its world-class quiet interior, Equus is an ideal platform for the Lexicon Discrete-Surround-Sound Audio System,” said Michael Mauser, Co-President, HARMAN Automotive Division. “The Lexicon system delivers exceptional realism, clarity and musicality. The music is as the original artist intended it to be heard.”

The vast majority of all broadcasts, soundtracks and music recordings rely on Lexicon technology for encoding and signal processing. The HARMAN brand’s involvement in both audio production and playback is unique in the industry. The new Hyundai Equus employs a 13-channel amplifier, delivering more than 600 watts to 17 transducers in a 7.1-channel surround-sound playback architecture. Lexicon’s proprietary and award-winning LOGIC7 processing technology creates surround-sound fullness and clarity from any media source, including two-channel radio and music recordings. Since Equus may be chauffeur-driven in some parts of the world, the rear-seat passengers receive particular attention. For example, the rear-door-mounted side-channel transducers are engineered to enrich the sonic image for a more refined aural experience.

HARMAN also provides a 40GB hard-drive navigation system and a personal entertainment system in Equus, including the central control panel (CCP) driver interface. The infotainment system includes fully integrated iPod®/ USB connectivity and comprehensive Bluetooth® capability.

HARMAN ([www.harman.com](http://www.harman.com)) designs, manufactures and markets a wide range of audio and infotainment solutions for the automotive, consumer and professional markets – supported by 15 leading brands including AKG®, Harman Kardon®, Infinity®, JBL®, Lexicon® and Mark Levinson®. The Company is admired by audiophiles across multiple generations and supports leading professional entertainers and the venues where they perform. More than 20 million automobiles on the road today are equipped with HARMAN audio and infotainment systems. HARMAN has a workforce of about 11,000 people across Americas, Europe and Asia, and reported sales of \$3.4 billion for fiscal year ended June 30, 2010. The Company’s shares are traded on the New York Stock Exchange under the symbol NYSE: HAR.

Hyundai Motor America, headquartered in Fountain Valley Ca, is a subsidiary of Hyundai Motor Co. of Korea. Hyundai vehicles are distributed throughout the United States by Hyundai Motor America and are sold and serviced through almost 800 dealerships nationwide. All Hyundai vehicles sold in the U.S. are covered by the Hyundai Assurance program which now includes the 5-year/60,000 mile fully transferable bumper-to-bumper warranty, Hyundai’s 10-year/100,000 mile powertrain warranty and 5-year complimentary Roadside Assistance in addition to the highly acclaimed vehicle return policy introduced in early 2009. For more details on Hyundai Assurance, please visit [www.HyundaiAssurance.com](http://www.HyundaiAssurance.com)

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