



**HYUNDAI JOINS FORCES WITH THE RECORDING ACADEMY®
TO CREATE “CENTER STAGE POWERED BY GRAMMY® AMPLIFIER”**

Mike Shinoda of Linkin Park to Curate

Program Celebrating Innovation in Music by Providing Unique Awards

COSTA MESA, Calif., Feb. 8, 2013 – As part of a three-year partnership as the “Official Vehicle Partner” of the GRAMMY Awards®, [Hyundai](#) has teamed with [The Recording Academy](#)® to create “[Center Stage Powered by GRAMMY® Amplifier](#),” an innovative online platform designed to provide professional mentoring and exposure for artists discovered through the GRAMMYS' innovative GRAMMY Amplifier program.

Mike Shinoda, member of two-time GRAMMY-winning band Linkin Park, will serve as GRAMMY Ambassador and curator for “Center Stage,” which was developed based on the success of [GRAMMY Amplifier](#). Launched by The Recording Academy in January, GRAMMY Amplifier, allows musicians to share their tracks via SoundCloud for a chance to have their music shared online by a panel of music icons.

“Center Stage” will select three artists with the most “amplification” (shares/likes) and individually award them with a recording session with a leading GRAMMY producer, production of a music video with a noted producer and/or director, or an opening act performance slot on a major tour or music festival. The winning artists will be announced at The Recording Academy's annual South by Southwest event in March. Visit the [The Recording Academy's Facebook](#) page for a chance to enter the program and for a complete set of rules.

“Hyundai’s partnership with The Recording Academy ties together music’s biggest brand with Hyundai’s passion for creativity and innovation,” said Steve Shannon, Vice President of Marketing, Hyundai Motor America. “In continuing our successful relationship, ‘Center Stage’

and the GRAMMY Amplifier allows Hyundai to connect with an audience that loves music and share great music with fans everywhere.”

“Our forward-looking partnership with Hyundai is one that allows us both to push the envelope creatively,” said Evan Greene, Chief Marketing Officer for The Recording Academy. “Center Stage’ helps us to collaboratively amplify the music creation process and highlight excellence.”

Hyundai will also play a starring role at the GRAMMYs as both the “Official Vehicle Partner” of the GRAMMY Awards and GRAMMY Week. As part of GRAMMY Week, Hyundai [Equus](#) and [Genesis](#) vehicles will grace the red carpet, chauffeur VIPs to the awards ceremony, and be on display at the official GRAMMY Celebration[®] after-party. The 55th Annual GRAMMY Awards will take place live on Sunday, Feb. 10, at STAPLES Center in Los Angeles and will be broadcast in high-definition TV and 5.1 surround sound on the CBS Television Network from 8 – 11:30 p.m. (ET/PT).

Hyundai Motor America, headquartered in Costa Mesa, Calif., 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 more than 820 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 warranty, Hyundai’s 10-year/100,000-mile powertrain warranty, and five years of complimentary Roadside Assistance.

Established in 1957, The Recording Academy is an organization of musicians, songwriters, producers, engineers and recording professionals that is dedicated to improving the cultural condition and quality of life for music and its makers. Internationally known for the GRAMMY Awards — the preeminent peer-recognized award for musical excellence and the most credible brand in music — The Recording Academy is responsible for groundbreaking professional development, cultural enrichment, advocacy, education and human services programs. The Academy continues to focus on its mission of recognizing musical excellence, advocating for the well-being of music makers and ensuring music remains an indelible part of our culture. For more information about The Academy, please visit www.grammy.com. For breaking news and exclusive content, follow @TheGRAMMYs on [Twitter](#), like "The GRAMMYs" on [Facebook](#),

and join The GRAMMYS' social communities on [Foursquare](#), GetGlue, [Google +](#), [Instagram](#), [Pinterest](#), [Tumblr](#), and [YouTube](#).

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