

NATIONAL SALUTE

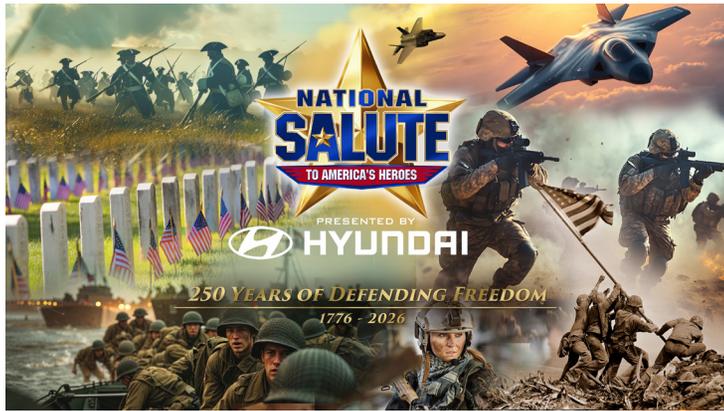
TO AMERICA'S HEROES

PRESENTED
BY

 HYUNDAI



Daves



Purpose:

- #2 car company grounded in the USA
- Stand next to our government
- Support our citizens and military
- Commitment to our country
- Continued partnership with the U.S. Armed Forces



Timing:

- Kick off to America's 250th Birthday ahead of other sanctioned events
- Potential launch for Hyundai's America 250 campaign
- Momentum into World Cup, July 4th



Theme:

- National Salute to America's Heroes
- Honor our military, veterans, and Gold Star Families
- Patriotic, wrap yourself in the flag
- Wholesome, family-friendly reaching across all demographics



Enhancements:

- 3D Mapping on Ocean Drive buildings
- Patriotic drone show
- Fireworks
- Concert with National recording artists, military band, and celebrity hosts
- Dignitary reception with senior military leadership/government officials
- Rooftop dessert viewing party



Broadcast:

- General Thomas Bussiere-spokesperson
- National Memorial Day broadcast
- Potential partnership with American Music Awards broadcast on CBS & Paramount+
- Live stream broadcast



Activations:

- 250 patriotic themed cars for America 250 debut
- National Dealer activation/incentive trips to event