

2-Oct-2025

Spokesperson for Hyundai Motor Company Australia,

...we use a service called Newspress Australia which Smart As Media runs.

<https://newspressaustralia.com/releases> - as a journalist you can register to use that site and it will give you the latest press releases from car brands, and associated assets. I reckon Newspress in Australia has been running for about five years and we have been using them from the outset.

We also use Smart As to produce content for our Corporate Social Responsibility programme, [Hyundai Help for Kids](#).

They have written press releases for Hyundai Help for Kids in the past, and they also shoot video material for us fairly regularly. For example, we are currently shooting a video for an upcoming presentation by our charity partners' CEOs to Hyundai staff.

We have been using Smart As in that area of work for at least ten years.

We also occasionally use Smart As to write our product press releases. That is ad-hoc work when our regular writer is not available.

9-Oct-2025

Like all major automotive brands in Australia, we use Newspress for press release and photo/video asset distribution to media, for general news and product information.

We won't be commenting on commercial matters.