

IONIQ 5 VS. MODEL Y QUICK REFERENCE GUIDE






MOST COMMON EV CUSTOMER CONCERNS



IONIQ 5



Tesla Model Y

RETAIL PRICE	
 SE Long Range: \$45,500	Model Y Long-Range: \$50,490
SEL: \$47,450	Performance: \$54,490
Limited: \$52,600	
RANGE	
303 Miles* (SE Long Range RWD)	330 Miles (AWD)
FAST CHARGE TIME (10% - 80%)	
 18 Minutes**	30 Minutes
COMPLIMENTARY PUBLIC CHARGING	
 2 Years Unlimited 30 Minute Charge Sessions (Electrify America)	NONE
BATTERY WARRANTY	
 10 Years 100k Miles	8 Years 100k Miles
FEDERAL TAX CREDIT ELIGIBILITY	
Purchase: N/A Lease: \$7,500	Purchase: \$7,500 Lease: \$7,500
COMPLIMENTARY MAINTENANCE	
 3 Years 36,000 Miles	NONE
CONNECTED SERVICES	
 Complimentary BlueLink+	1 Month Trial \$9.99/mo.

*EPA-estimated combined all-electric range based on mixed-use testing. Range will be greater on during stop-and-go surface street driving and lesser during highway driving. Stated range is for SE Long Range RWD with 77.4 kWh battery.

**Stated 10%-80% charge time assumes 350kW DC Fast Charging. Up to 177 miles of range can be added in 15 minutes using 350kW DC Fast Charging.



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IONIQ 5 VS. MODEL Y QUICK REFERENCE

Hyundai IONIQ EVs are breaking new competitive ground, now challenging well-established luxury EV brands such as Tesla – who once held an enormous lead in the North American EV market. This guide will prepare you to answer common customer questions if they are cross shopping IONIQ 5 and the Tesla Model Y. Although the Tesla name is associated with ground-breaking technology and performance, IONIQ 5 challenges Tesla’s Model Y with value and performance that speaks for itself. Let’s explore the overall value story. Then we’ll talk “dollars and sense” and show how IONIQ 5 is ready to challenge one of the biggest names in EVs.

THIRD-PARTY REVIEWS

IONIQ 5

“The IONIQ 5 is among the first EVs to earn a place on our 10Best Trucks and SUVs list. ... Its 350-kW DC fast-charging capacity is the real hero, though, enabling **charging speeds as quick as those offered by far more expensive and luxurious EVs**, such as the Porsche Taycan and Lucid Air. Inside the Ioniq 5, there’s plenty of room, with more rear-passenger space than both the Ford Mustang Mach-E and Volkswagen ID.4. With a wide spread of pricing and range availability, **the Ioniq 5 makes a compelling choice for anyone taking the first swing at EV ownership.**”

- [Car and Driver](#)

MODEL Y

“While it’s more popular with buyers than the Model 3 sedan on which it’s based, the 2023 Tesla Model Y is an **altogether less satisfying offering**. The electric crossover feels clumsier on a twisty road and offers less driving range, though it’s still a leader in that area among rivals such as the Ford Mustang Mach-E and the Volkswagen ID.4. Like the Model 3, **the Y’s interior is crafted from low-quality materials** and all of the SUV’s controls are accessed through a singular infotainment display mounted to the dashboard. **Its price also puts it into contention with luxury EV SUVs** such as the Audi Q8 e-tron, the Cadillac Lyriq, and the Genesis GV60, **all of which offer more panache and better build quality.**”

- [Car and Driver](#)

RETAIL PRICE: A CLOSER LOOK

Model Y may look competitive at a base trim level, but the add-ons begin to stack up as the “Tesla tax” goes into full effect.

IONIQ 5	Tesla Model Y
PAINT COLORS	
Abyss Black, Lucid Blue, Cyber Gray, Digital Teal -Included	Pearl White - Included
Atlas White +\$400	Midnight Silver, Deep Blue Metallic +\$1,000
Gravity Gold Matte, Shooting Star Matte +\$1,000	Solid Black +\$1,500
	Red Multicoat +\$2,000
INTERIOR COLORS	
Solid Black, Black & Gray 2-Tone - Included	All Black - Included
	Two-Tone Black & White +\$1,000
WHEEL OPTIONS	
19” Alloy Wheels -Included	19” Wheels -Included
20” Alloy Wheels -Available (Limited AWD)	20” Wheels +\$1,500



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EV TAX CREDITS

As of March 2023, the US Federal EV Tax Credit program is changing. Vehicles manufactured outside of North America will no longer be eligible for a \$7,500 tax credit **when purchased**. However, vehicles are still eligible for a \$7,500 tax credit **when leased**.

IONIQ 5	Tesla Model Y
FEDERAL EV TAX REBATE	
Purchase <i>Not Eligible</i>	Purchase \$7,500
Lease \$7,500	Lease \$7,500

Although the Federal EV Tax Credit program changes mean that US **buyers** won't be able to file for a \$7,500 credit on their personal taxes for an IONIQ 5, **Hyundai offers lease pricing with the \$7,500 built-in**. Hyundai handles all the paperwork and filing for the credit, **so the customer will get all the benefits of the tax credit up front.***

MAINTENANCE

EVs require reduced maintenance costs when compared to ICE vehicles. However, **Hyundai offers free scheduled maintenance** for the first 3 years/36,000 miles* of ownership.

Tesla does not offer any included maintenance with the purchase or lease of a new Tesla vehicle.

WARRANTY

IONIQ 5	MODEL Y
POWERTRAIN	
10 Years 100k Miles	8 Years 100k Miles
BATTERY	
10 Years 100k Miles	8 Years 100k Miles
ROADSIDE ASSISTANCE	
5 Years Unlimited Miles	4 Years 50k Miles

SERVICE AND SUPPORT

When a customer's IONIQ 5 needs repair or they need help with features/functions, they can visit any of the **800+ Hyundai dealerships** across the US.

Tesla has very few 'showrooms' and service centers, and most customer support is done over the phone.

Hyundai	Tesla
PHYSICAL LOCATIONS (US)	
Dealerships 835	"Showrooms" 214
Service Centers 835	Service Centers 169

Many Tesla owners find out too late that the process for getting service, repairs and owner support for their Tesla is not a quick or convenient process, and frequently requires trucking the vehicle to the nearest service center. Here's what [Business Insider](#) had to say:

"Tesla owners regularly take to social media to gripe about long wait times for service appointments, last-minute cancellations, a lack of loaner cars, delivery delays, and generally unpleasant customer service experiences. These aren't new problems. A 2019 Bernstein survey of Tesla owners identified **service and customer service as weak spots**. A Bloomberg survey from the same year saw **discontent with initial service appointments** on the rise."

*Tax credit policy subject to change, consult with a tax professional to confirm eligibility



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EV CHARGING AVAILABILITY

Tesla has built a network of DC fast chargers across the US, and has recently begun retro-fitting some of these locations to work with non-Tesla vehicles. As of March 2023, it's unclear how many are already available, and how long it will take to convert them all.* **Regardless, these chargers are greatly outnumbered** by ChargePoint and Electrify America networks, which are nearly all already compatible with the CCS charging connector on IONIQ 5.

PUBLIC CHARGING LOCATIONS	
Tesla Superchargers	28,000*
ChargePoint & Electrify America DC Fast Chargers	7,600+
Charge Point & Electrify America Level 2 Chargers	100,000+

COMPLIMENTARY EV CHARGING

Tesla does not include any complimentary charging in the price of a Model Y, and the exclusivity of the Supercharger network is coming to an end. **Hyundai has partnered with Electrify America to offer unlimited charging** at any Electrify America charging location, up to 30 minutes at a time, complimentary to all IONIQ 5 owners for the first 2 years.

CHARGING AT HOME

Tesla offers whole-home energy solutions as under their Tesla Energy brand.

Hyundai has partnered with ChargePoint and Electrum to offer more than just a charger to EV buyers, too.

*Tesla announced in January 2023 that they are opening up their network of Superchargers to public use and adding CCS charging adapters to facilitate charging of non-Tesla vehicles. The rollout scope of this change has not been specified by Tesla as of the writing of this document and it is unclear if all markets/all Supercharger stations will be receiving this upgrade, and when. Additionally, charging speeds at Tesla chargers are likely to be slower than using established DC Fast Charging network providers such as Electrify America.

WHOLE-HOME ENERGY SOLUTIONS

HYUNDAI HOME

Hyundai Home is a **one-stop-shop** that will help IONIQ 5 owners purchase and schedule installation of a **home charger** for their new EV, and also offers **home energy solutions in the form of solar panel systems and energy storage battery modules**. To offer the best possible outcomes for their customers, **Hyundai has partnered with ChargePoint and Electrum**, two companies with stellar track records in the electrification industry. Currently available in 16 states, customers can visit the Hyundai Home Marketplace to enter their address to check eligibility and get started.

TESLA ENERGY

Tesla offers charging, solar and energy storage solutions under their Tesla Energy brand. These offerings *promise* to simplify the process of home energy solution planning and installation, but customer satisfaction has been mixed at best.

“In May last year, 14 home solar customers told Insider they were **“ghosted” by Tesla’s representatives** who didn’t respond to repeated calls and emails. ... Customers said they had trouble reaching Tesla representatives to discuss **unexpected increases to their solar roof installation costs**. ... One of the former (Tesla) employees said that **complaining on social media was sometimes a faster route for customers** to get their case noticed by Tesla, compared to going through customer service.”

-[Business Insider](#)



VS



TECHNOLOGY SUITE

IONIQ 5 SMARTSENSE VS. TESLA AUTOPILOT

Tesla's Autopilot system is truly impressive technology, and it had led the industry for years in its capabilities. However, it is often over-estimated as a completely autonomous solution, which it is not. In fact, its self-driving navigation mode is still considered a "beta" program that is under constant development. Autopilot still requires the driver to pay attention to the road and keep their hands on the steering wheel, and it doesn't work everywhere. [Business Insider](#) had this to say:

"... Autopilot technically works on any road with visible lane lines, but that's not always advisable. ... I used Autopilot a bit on non-highway roads, but found it unsettling to not be in total control in those unpredictable environments."

Hyundai SmartSense with HDA 2 helps maintain a set distance and speed from the vehicle ahead and assists with lane changes while driving on a highway/motorway main section and helps center the vehicle in the lane while driving. It can also control distance to a vehicle cutting in at low speed from an adjacent lane. When approaching a nearby vehicle in the adjacent lane during lane following control, offset driving within the lane is applied to avoid risk. When driving above a certain speed, holding the steering wheel and engaging the turn signal switch in the desired direction of lane change automatically changes the lane.

CONNECTED SERVICES

HYUNDAI Bluelink+

Bluelink+ is a dynamic telematics technology that allows Hyundai vehicles to send—and receive—important and useful information. It includes features like remote vehicle controls, remote vehicle status, in-vehicle safety, and concierge services. Beginning in model year 2024 IONIQ 5 will include ALL previous Bluelink subscription services FREE for the life of the vehicle, a \$350 annual savings.*

TESLA CONNECTIVITY

Tesla includes many remote access and monitoring features via the Tesla app free of charge. In-vehicle connected services are split into two tiers, called Basic and Premium Connectivity. **Basic Connectivity is comparable to Bluelink+ in features and capability, but most of its multimedia streaming features are only available when the vehicle is connected to WiFi**, either at home or via cellular hotspot from the owner's own device. Premium Connectivity uses the vehicle's cellular connection for streaming media and navigation traffic information on-the-go, but after a 1-month trial period on Model 3 and Model Y, costs \$9.99 per month or \$99.99 per year.

ADAS TECHNOLOGY: IONIQ 5 vs MODEL Y

	HYUNDAI SMARTSENSE	TESLA AUTOPILOT
Autopilot Basic Lane Keep Assist & Smart Cruise Control	Included (Highway Driving Assist 2 Available on SEL and Limited)	Included
Autopilot Advanced Automatic lane changes Highway-capable Autopilot navigation	Autonomous driving modes not available	Available \$6,000 or \$99/mo.
Autopilot FSD Highway & Traffic Light-capable Autopilot navigation	Autonomous driving modes not available	Available \$15,000 or \$199/mo.

* Bluelink+ complimentary to first owner for life of vehicle, 1 year to CPO purchaser, 3 months to used purchaser.



VS



MARKET STATUS

Hyundai has a proven track record of customer satisfaction and brand loyalty that goes beyond just the value and reliability of Hyundai vehicles. Hyundai owners know that any time they need support, the nearest Hyundai dealership has a friendly and experienced staff that is ready to help. The Hyundai badge stands for more than just build-quality and reliability, it represents a complete ownership experience.

Tesla relies heavily on tech-savvy consumers to “figure out” their impersonal sales and service approach that relies heavily on websites, apps, email, and phone calls. On paper, buying and owning a Tesla without ever setting foot in a dealership sounds convenient, but that’s only if everything goes perfectly. Despite a dedicated and loyal customer-base, Tesla often fails to meet the expectations of owners accustomed to a more conventional ownership experience.

INDUSTRY RECOGNITION

Here’s a glance at the overall impression Hyundai and Tesla have made on the industry for model year 2022/23.



HYUNDAI	Best Innovative Technology Experience J.D. Power 2020-2022	IONIQ 5 Top Rated Electric SUV Edmunds 2023	IONIQ 5 EV of the Year Car and Driver 2022	IONIQ 5 Top Safety Pick+ IIHS 2022	IONIQ 5 Best Buy of the Year Kelly Blue Book 2022	IONIQ 5 SUV of the Year MotorTrend 2023
TESLA	NOT RATED	NOT RATED	NOT RATED	Model 3 Top Safety Pick+ IIHS 2022	Best Overall +Most Refined +Best Value Luxury Brand Kelly Blue Book 2022	NOT RATED

DID YOU KNOW?

Hyundai Motor America has been ranked first in customer loyalty in the automotive industry for the 14th consecutive year according to the Brand Keys Customer Loyalty Engagement Index (CLEI). Hyundai is also in the top 20 among all brands and has finished inside the top 20 every year since 2017, based on the Brand Keys Brand Loyalty Leaders survey.

THE HYUNDAI DIFFERENCE

Tesla is a unique competitor in the automotive industry. They were early innovators and enjoyed a long period of being “the best EV maker” as a comparatively low-volume manufacturer. **Hyundai has brought more than just a vehicle to the competition.** IONIQ 5 is a groundbreaking vehicle with fiercely competitive specs, and it comes with the Hyundai name that carries with it a reputation of quality, durability and reliability.

IONIQ 6 VS. MODEL 3 QUICK REFERENCE GUIDE


MOST COMMON EV CUSTOMER CONCERNS



IONIQ 6



Tesla Model 3

RETAIL PRICE	
SE Long Range: \$45,500	Model 3 RWD: \$40,420
SEL: \$47,700	Long Range: \$47,240
 Limited: \$52,600	Performance: \$53,240
RANGE	
 361 Miles * (RWD Long Range)	272 Miles (RWD)
FAST CHARGE TIME (10% - 80%)	
 18 Minutes**	30 Minutes
COMPLIMENTARY PUBLIC CHARGING	
 2 Years Unlimited 30 Minute Charge Sessions (Electrify America)	NONE
BATTERY WARRANTY	
 10 Years 100k Miles	8 Years 100k Miles
FEDERAL TAX CREDIT ELIGIBILITY	
Purchase: N/A Lease: \$7,500	Purchase: \$7,500 Lease: \$7,500
COMPLIMENTARY MAINTENANCE	
 3 Years 36,000 Miles	NONE
CONNECTED SERVICES	
 Complimentary BlueLink+	1 Month Trial \$9.99/mo.

*EPA-estimated combined all-electric range based on mixed-use testing. Range will be greater on during stop-and-go surface street driving and lesser during highway driving. Stated range is for SE Long Range RWD with 77.4 kWh battery.

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IONIQ 6 VS. MODEL 3 QUICK REFERENCE

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THIRD-PARTY REVIEWS

IONIQ 6

“From **the way it looks, to the way it drives, to the advanced technologies** it can put at the disposal of its drivers and passengers, **the Hyundai Ioniq 6 is a sophisticated and intelligent electric vehicle**, easily outclassing mass-market EVs from the likes of Volkswagen and Toyota and Ford. **Its pricing and quality will give Tesla Model 3 buyers second thoughts.** Its room and refinement will raise the eyebrows of Mercedes-Benz EQE buyers. This is not just a benchmark EV Hyundai. It’s a benchmark compact sedan.”

- [Motor Trend](#)



MODEL 3

“Its **relatively affordable price tag**, impressive driving range*, and strong performance have made it a big seller and keep it competitive still against the rising tide of newer electric offerings such as the Hyundai Ioniq 6 and the Polestar 2. Scrutiny of our own long-term Model 3 as well as multiple test cars has shown that **build quality is so-so**. In the land of the SUV, some drivers would surely prefer the Model Y SUV instead but the Model 3 is **easy to live with and fun to drive.**”

- [Car and Driver](#)

RETAIL PRICE: A CLOSER LOOK

Model 3 may look competitive at a base trim level, but the add-ons begin to stack up as the “Tesla tax” goes into full effect.

IONIQ 6	Tesla Model 3
PAINT COLORS	
Onyx Black, Curated Silver, Transmission Blue, Digital Green, Ultimate Red - Included	Pearl White - Included
Serenity White Pearl +\$400	Midnight Silver, Deep Blue Metallic +\$1,000
Gravity Gold +\$1,000	Solid Black +\$1,500
	Red Multicoat +\$2,000
INTERIOR COLORS	
	All Black - Included
Solid Black, Black & Gray 2-Tone - Included	Two-Tone Black & White +\$1,000
WHEEL OPTIONS	
18” Alloy Wheels -Included (SE)	18” Wheels -Included
20” Alloy Wheels -Available (SEL & Limited)	19” Wheels +\$1,500



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EV TAX CREDITS

As of March 2023, the US Federal EV Tax Credit program is changing. Vehicles manufactured outside of North America will no longer be eligible for a \$7,500 tax credit **when purchased**. However, vehicles are still eligible for a \$7,500 tax credit **when leased**.

IONIQ 6	Tesla Model 3
FEDERAL EV TAX REBATE	
Purchase <i>Not Eligible</i>	Purchase \$7,500
Lease \$7,500	Lease \$7,500

Although the Federal EV Tax Credit program changes mean that US **buyers** won't be able to file for a \$7,500 credit on their personal taxes for an IONIQ 6, **Hyundai offers lease pricing with the \$7,500 built-in**. Hyundai handles all the paperwork and filing for the credit, **so the customer will get all the benefits of the tax credit up front.***

MAINTENANCE

EVs require reduced maintenance costs when compared to ICE vehicles. However, **Hyundai offers free scheduled maintenance** for the first 3 years/36,000 miles* of ownership.

Tesla does not offer any included maintenance with the purchase or lease of a new Tesla vehicle.

WARRANTY

IONIQ 6	MODEL 3
POWERTRAIN	
10 Years 100k Miles	8 Years 100k Miles
BATTERY	
10 Years 100k Miles	8 Years 100k Miles
ROADSIDE ASSISTANCE	
5 Years Unlimited Miles	4 Years 50k Miles

SERVICE AND SUPPORT

When a customer's IONIQ 6 needs repair or they need help with features/functions, they can visit any of the **800+ Hyundai dealerships** across the US.

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PUBLIC CHARGING LOCATIONS	
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COMPLIMENTARY EV CHARGING

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CHARGING AT HOME

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TECHNOLOGY SUITE

IONIQ 6 SMARTSENSE VS. TESLA AUTOPILOT

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ADAS TECHNOLOGY: IONIQ 6 vs MODEL 3

	HYUNDAI SMARTSENSE	TESLA AUTOPILOT
Autopilot Basic Lane Keep Assist & Smart Cruise Control	Included (Highway Driving Assist 2, Available on SEL and Limited)	Included
Autopilot Advanced Automatic lane changes Highway-capable Autopilot navigation	Autonomous driving modes not available	Available \$6,000 or \$99/mo.
Autopilot FSD Highway & Traffic Light-capable Autopilot navigation	Autonomous driving modes not available	Available \$15,000 or \$199/mo.

* Bluelink+ complimentary to first owner for life of vehicle, 1 year to CPO purchaser, 3 months to used purchaser.



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MARKET STATUS

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INDUSTRY RECOGNITION

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	J.D. Power Best Innovative Technology Experience 2020-2022	Edmunds TOP RATED AWARDS 2023	Car and Driver EV OF THE YEAR 2022	IIHS 2022 TOP SAFETY PICK+	Kelly Blue Book Best Buy Award 2023	MotorTrend SUV OF THE YEAR 2023
HYUNDAI	Best Innovative Technology Experience J.D. Power 2020-2022	IONIQ 5 Top Rated Electric SUV Edmunds 2023	IONIQ 5 EV of the Year Car and Driver 2022	IONIQ 5 Top Safety Pick+ IIHS 2022	IONIQ 5 Best Buy of the Year Kelly Blue Book 2022	IONIQ 5 SUV of the Year MotorTrend 2023
TESLA	NOT RATED	NOT RATED	NOT RATED	Model 3 Top Safety Pick+ IIHS 2022	Best Overall +Most Refined +Best Value Luxury Brand Kelly Blue Book 2022	NOT RATED

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