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# City of San Diego Announces New Partnership with Hyundai Motor America to Support Lifeguard Operations

AGREEMENT PROVIDES NEW FLEET OF LIFEGUARD VEHICLES, UPFITTING, MAINTENANCE AND ENHANCED WATER SAFETY OUTREACH AT NO COST TO THE CITY

SAN DIEGO – The City of San Diego today announced a new multi-year marketing agreement with Hyundai Motor America that will provide the San Diego Fire-Rescue Lifeguard Division with a fully supported fleet of 32 brand-new vehicles, ongoing maintenance, upfitting and expanded community water safety programming.

**“Our lifeguards depend on reliable and well-maintained resources to respond quickly and safely along our city’s 17 miles of coastline,”** said San Diego Fire-Rescue Department Fire Chief Robert Logan. **“Hyundai’s partnership ensures our lifeguards have the modern vehicles they need to support our mission of providing the highest level of water safety, rescue, and emergency response along San Diego’s beaches, bays and waterways.”**

Under the partnership, Hyundai will become the Official Vehicle of the San Diego Lifeguards, supplying 18 Hyundai Santa Cruz trucks, 12 Hyundai Palisade XRT SUVs and two Hyundai IONIQ 5 electric vehicles. All vehicles will be replaced every two to three years, and Hyundai will cover preventive maintenance, warranty repairs and upfitting costs of up to \$18,400 per vehicle.

**“This partnership exemplifies how public-private collaboration can enhance services, reduce costs, and expand community impact,”** said Economic Development Department Director Christina Bibler. **“Hyundai’s investment provides essential public safety resources and helps promote water safety to families across San Diego.”**

**“When every second counts, reliable equipment can make all the difference,”** said SDFD Lifeguard Chief James Gartland. **“This new fleet of state-of-the-art vehicles, combined with Hyundai’s ongoing commitment to our Water Safety Days education program, will help our lifeguards respond more swiftly, operate with greater safety, and continue providing exceptional service to the millions of residents and visitors who enjoy our coastline throughout the year.”**

The agreement includes an initial five-year term with the option for two additional five-year renewals, providing up to 15 years of operational support. There is an estimated \$4 million value over the initial five-year term.

Hyundai's support extends beyond vehicles. The company will sponsor Water Safety Days at beaches and bay parks, participate in community events, and collaborate on approved public safety announcements and media programming to promote water safety and awareness.



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