



Media Advisory

Lawrence Township Police Department and Hyundai to Host Free Anti-Theft Software Upgrade Event in Lawrence Township August 23-25

The Lawrence Township Police Department and Hyundai Motor America will host a mobile software upgrade event Friday, Saturday and Sunday, August 23-25 at Lawrence High School at 2525 Princeton Pike, Lawrence Township, NJ 08648. The software upgrade event will provide eligible Hyundai vehicles with anti-theft software developed to protect against the theft mode popularized on social media.

According to a report published (8/7/24) from IIHS (Insurance Institute for Highway Safety);

“The companies’ solution is extremely effective. If you own a Hyundai or Kia vehicle without an electronic immobilizer, you should call your local dealer about getting the software upgrade today.” [Read IIHS Report.](#)

The weekend event in Lawrence Township is free for all area residents that own or lease a Hyundai vehicle between 2011-2021 with a mechanical ‘turn-to-start’ key ignition. For all visiting Hyundai owners who get the software upgrade, attending owners will be given a certificate to a complimentary car wash provided by the Lawrence High School Cheer Squad. (Valid Saturday, 9 a.m. to 1 p.m.).

EVENT DETAILS:

- **Friday, Saturday (August 23rd and 24th), 8 a.m. to 6 p.m. Sunday (August 25th), 8 a.m. to 2 p.m.**
- 2525 Princeton Pike, Lawrence Township, NJ 08648
- **No Appointment Needed | No Registration | No Cost | No Sign-Up**
- Specially trained mobile service technicians will be on-site to install and complete the software upgrade, which should take less than 30 minutes. Air-conditioned customer lounge. Complimentary snacks and beverages.
- **Meet and greet with members of the Lawrence Township Police Department.**
- **All attending Hyundai owners receive a no-cost steering wheel lock.**

MEDIA INQUIRIES:

- **Ira Gabriel** (657) 568-7471 Hyundai Corporate Media Relations
- **Website:** <https://www.hyundaiantitheft.com/>
- **B-Roll:** <https://www.hyundaiantitheft.com/resources-for-media/>