

Super Bowl car ads that scored big

This weekend is the biggest weekend in US sport: the Super Bowl. The Super Bowl isn't just about the game, it's about the spectacle. Car manufacturers know this, creating memorable, funny, and even heartwarming ads to capture the attention of the millions glued to their screens on Sunday. Here are Super Bowl car ads that scored big in previous years.



Hyundai – “Smaht Pahk” (2012)

Actors showcase the Hyundai Santa Fe's self-parking feature in a clever and memorable ad that uses regional humour. The distinct Boston accent of a few well-known actors, including Captain America makes for a unique take.

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