



Hyundai Motor America
 10550 Talbert Ave, Fountain Valley, CA 92708
 MEDIA WEBSITE: HyundaiNews.com
 CORPORATE WEBSITE: HyundaiUSA.com

FOR IMMEDIATE RELEASE

HYUNDAI MOTOR AMERICA REPORTS RECORD FEBRUARY SALES



Lori Scholz
 Public Relations Manager
 (714) 965-3890
 lscholz@hmausa.com

ID: 828

- **Total sales up 28 percent, retail sales up 46 percent**
- **Equus most-shopped premium luxury car according to Compete**
- **Hyundai achieves 35 mpg average fuel economy**

FOUNTAIN VALLEY, Calif., March 1, 2011 - Hyundai Motor America today announced record February sales of 43,533 units, up 28 percent compared with the same period last year. For the year, total Hyundai sales are up 25 percent, with retail volume up 51 percent.

“February was very strong for Hyundai,” said Dave Zuchowski, Hyundai Motor America’s executive vice president of national sales. “Consumer activity was high, credit was readily available and the overall impact on the Hyundai business was really encouraging. With improving supply of our red-hot 40-mpg 2011 Elantra, and increasing consumer concern with fuel prices, we’re looking forward to an even stronger March.”

Overall retail sales through dealerships rose 46 percent from last February, led by a 103 percent retail increase for Sonata and a 74 percent retail increase for the all-new Elantra. Fleet sales were down 22 percent, with fleet mix at 16 percent for the month, and 14 percent year-to-date.

Genesis continued its impressive growth with the 20th consecutive month of year-over-year sales increases, while Equus continued its successful launch in the midst of tight availability and strong consumer demand, delivering a year-to-date retail market share of the premium luxury segment of over 7 percent, which is 40 percent above Hyundai’s target.

“According to Compete’s latest data, Equus is already the most-shopped premium luxury car in the industry this year, ahead of the BMW 7-Series, Mercedes S-Class, Audi A8 and Lexus LS,” said John Krafcik, Hyundai Motor America’s president and CEO. “We’re delighted with the positive consumer response and we are working to increase Equus availability to meet the strong demand we’re seeing.”

CARLINE	Feb-11	Feb-10	CY/2011	CY/2010
ACCENT	4,504	5,308	8,748	11,055
SONATA	15,723	7,506	28,984	12,812
ELANTRA	12,289	7,966	21,948	15,656
SANTA FE	4,276	7,964	8,691	15,168
AZERA	167	204	323	473
TUCSON	3,342	2,741	6,205	4,957
VERACRUZ	558	553	1,137	954

GENESIS	2,441	1,762	4,224	3,432
EQUUS	233	0	487	0
TOTAL	43,533	34,004	80,747	64,507
MEMO: 40-MPG CARS	8,830		13,622	
Sales-Weighted Fuel Economy (mpg)	January	February	2011 CYTD	
Car	35.4	35.8	35.6	
Truck	28.6	28.7	28.7	
Hyundai Brand	34.7	35.2	35	
	January	February	2011 CYTD	
40-MPG Sales	4,792	8,830	13,622	
Mix of Total Sales	13%	20%	17%	

Hyundai sold 8,830 cars with 40-mpg EPA fuel economy highway ratings during the month of February, representing 20 percent of its sales for the month. Hyundai is committed to leading the industry in sales of 40-mpg vehicles in 2011, and seeks to achieve this through the wide availability of vehicles that achieve 40 mpg. Hyundai's strategy of standard 40-mpg ratings on vehicles like the 2011 Elantra sedan and the forthcoming 2012 Accent are in contrast to the practice of competitors, which limit 40-mpg sales to low-volume and/or extra cost option package and trim levels.

Hyundai's sales-weighted average fuel economy for the month of February exceeded 35 mpg for the first time, achieving a sales-weighted average of 35.2 mpg, with a year-to-date average of 35 mpg. Hyundai provides this data to allow governments, policy-makers, journalists, and other interested observers additional data points to help gauge the feasibility of achieving the 47-to-62 mpg CAFE targets being considered for 2025.

"In 2008, Hyundai committed to achieve a 35-mpg CAFE level by 2015. While the year isn't over yet, it's good news that our sales-weighted fuel economy average so far in 2011 has already reached the 35 mpg level," said John Krafcik. "Consumers have shown us they are very willing to buy stylish, roomy, and fuel-efficient cars like the 2011 Elantra in high volumes, and that should give everyone confidence about how far we can go as an industry in achieving significant fuel economy gains from today."

The January sales-weighted CAFE data reported here are updated from last month's release to be consistent with official 2011 MY NHTSA CAFE reporting. For 2011 MY reporting, two-wheel drive sport-utility vehicles were reclassified as cars, with all-wheel drive versions remaining classified as trucks. Consistent with this in Hyundai's sales-weighted monthly fuel economy reporting, two-wheel drive Tucson, Santa Fe, and Veracruz are now categorized as cars and all-wheel drive Tucson, Santa Fe, and Veracruz are classified as trucks. This impacts car and truck fuel economy averages, but does not impact the Hyundai brand average.

HYUNDAI MOTOR AMERICA

Hyundai Motor America, headquartered in Fountain Valley, Calif., is a subsidiary of Hyundai Motor Co. of Korea. Hyundai vehicles are distributed throughout the United States by Hyundai Motor America and are sold and serviced through more than 800 dealerships nationwide. All Hyundai vehicles sold in the U.S. are covered by the Hyundai Assurance program, which includes the 5-year/60,000-mile fully transferable new vehicle warranty, Hyundai's 10-year/100,000-mile powertrain warranty and 5-years of complimentary Roadside Assistance.

###