



Hyundai Motor America
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FOR IMMEDIATE RELEASE

HYUNDAI MOTOR AMERICA REPORTS ITS BEST-EVER APRIL



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- **New products, lower fleet sales and declining incentives prove to be a winning combination**

FOUNTAIN VALLEY, Calif., May 3, 2010 - Hyundai Motor America today announced an all-time sales record for the month of April as early consumer response to the company’s all-new Sonata and Tucson models shattered all expectations. Total sales through the first four months of 2010 also represent an all-time record for Hyundai.

In April, the company sold 44,023 vehicles, up 30 percent versus one year ago, marking the sixteenth consecutive month of year-over-year retail market share gains for Hyundai.

“Despite an overall industry increase in the level of sales to fleet accounts, we remain extremely focused on reducing our fleet mix, improving the quality of our market share, and driving more retail volume through Hyundai dealerships,” said Dave Zuchowski, Hyundai Motor America’s vice president of national sales. “Widespread acceptance of our new products and growing recognition of our brand’s inherent value has also allowed us to significantly reduce incentive spending at a time when some of our top competitors were taking a different approach,” Zuchowski added.

“For the second straight month, our all-new Sonata is the third-best selling mid-size car in the country in retail sales, well ahead of strong rivals such as Nissan Altima, Chevy Malibu and Ford Fusion. We’re glad to see Sonata’s unique combination of great design and segment-leading 35 mpg fuel economy is resonating with America’s car buyers.”

On a year-over-year basis, Sonata and Tucson sales increased 57 and 271 percent, respectively. Santa Fe was up 59 percent, and Genesis was up nine percent, marking the 10th consecutive month of year-over-year sales gain for Genesis.

<u>CARLINE</u>	<u>Apr-10</u>	<u>Apr-09</u>	<u>CY/2010</u>	<u>CY/2009</u>
ACCENT	2,990	5,189	18,278	18,912
SONATA	18,536	11,815	50,283	37,472
ELANTRA	9,657	4,684	33,538	26,479
TIBURON	0	3,353	0	6,263
SANTA FE	5,917	3,726	30,633	19,839
AZERA	237	289	935	1,292
TUCSON	3,871	1,428	11,912	5,106
ENTOURAGE	0	186	0	3,171
VERACRUZ	550	1,206	2,111	5,251
GENESIS	2,265	2,076	7,842	6,021
TOTAL	44,023	33,952	155,532	129,806

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 almost 800 dealerships nationwide. All Hyundai vehicles sold in the U.S. are covered by the Hyundai Assurance program which now includes the 5-year/60,000 mile fully transferable bumper-to-bumper warranty, Hyundai's 10-year/100,000 mile powertrain warranty and 5-year complimentary Roadside Assistance in addition to the highly acclaimed vehicle return policy introduced in early 2009. For more details on Hyundai Assurance, please visit www.HyundaiAssurance.com.

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