



Hyundai Motor America
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FOR IMMEDIATE RELEASE

HYUNDAI MOTOR AMERICA REPORTS SALES FOR SEPTEMBER 2009



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FOUNTAIN VALLEY, Calif., Oct. 1, 2009 - Hyundai Motor America today announced September sales of 31,511 units, a 27 percent increase compared with September 2008. For the calendar year to-date, Hyundai sales are up 1.4 percent compared to last year. This also marks the ninth consecutive month of significant year-over-year gains in retail market share. Hyundai leads all automotive brands in market share growth this year.

“While consumer demand following the Cash-for-Clunkers program softened during the month of September, we are encouraged with our continued growth in retail share and overall sales through the first nine months of the year,” said Dave Zuchowski, vice president of sales. “With our solid product and marketing plans going into the fourth quarter, in addition to the upcoming launch of the all-new Tucson and Sonata, we are cautiously optimistic during these challenging times.”

Genesis continued its strong growth trend with sales of 1,665. The fuel-efficient Elantra had an increase of 104 percent versus 2008, while the Santa Fe delivered a significant sales gain of 50 percent leading up to the introduction of the even more fuel-efficient face lifted 2010 model.

CARLINE	Sep-09	Sep-08	CY/2009	CY/2008
ACCENT	4,864	3,014	55,525	44,393
SONATA	7,898	8,629	93,575	97,442
ELANTRA	7,513	3,681	82,706	86,144
TIBURON	37	677	8,579	7,730
SANTA FE	7,010	4,676	58,067	56,629
AZERA	339	483	2,932	13,437
TUCSON	1,583	1,294	12,772	16,247
ENTOURAGE	28	455	3,423	4,360
VERACRUZ	574	827	8,704	8,427
GENESIS	1,665	1,029	15,934	2,855
TOTAL	31,511	24,765	342,217	337,664

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 by more than 790 dealerships nationwide.

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