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FOR IMMEDIATE RELEASE

HYUNDAI SALES SET NEW JULY RECORD



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FOUNTAIN VALLEY, Calif., Aug. 3, 2004 - Hyundai Motor America today announced sales of 40,125 vehicles for the month of July, setting another new sales record for the month of July. Sales for July 2004 were up 10 percent over July of 2003. The award-winning Hyundai Santa Fe led sales for July with 11,474 units setting an all-time monthly sales record for the Hyundai SUV. It was followed closely by the popular Hyundai Elantra with 10,025 and the Hyundai Sonata, which received the award as highest quality Entry Level Midsize Car in the J.D. Power and Associates 2004 Initial Quality Study (IQS), with sales of 9,605 units.

“Hyundai’s sales momentum in the U.S. continues to grow because American consumers appreciate the value and quality of Hyundai vehicles,” said Hyundai Motor America Vice President of National Sales Ed Bradley. “The combination of styling, quality and value is driving consumers into the Hyundai showrooms. Once they drive the vehicles, we earn their business and make the sale,” he added.

All Hyundai cars and sport utility vehicles sold in the U.S. are covered by The Hyundai Advantage, America’s Best Warranty. Hyundai buyers are protected by a 10-year/100,000-mile power train warranty, a 5-year/60,000-mile bumper-to-bumper warranty, a 5-year/100,000-mile anti-perforation warranty and 5-year/unlimited-mile roadside assistance protection.

Following is the sales breakdown for July 2004:

CARLINE	Jul-04	Jul-03	CY2004	CY2003
ACCENT	5,033	4,290	28,037	32,375
SONATA	9,605	8,287	63,581	47,629
ELANTRA	10,025	10,316	66,874	68,129
TIBURON	2,522	2,192	11,454	13,810
SANTA FE	11,474	9,670	65,933	63,866
XG350	1,466	1,561	9,257	9,838
TOTAL	40,125	36,316	245,136	235,647

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