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HYUNDAI MOTOR AMERICA REPORTS JULY 2009 SALES



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SALES UP SUBSTANTIALLY AS DEALERS TAKE IN 22 PERCENT “CLUNKERS” / COMPANY DELIVERS 7TH STRAIGHT YEAR-OVER-YEAR MONTHLY RETAIL MARKET SHARE INCREASE

FOUNTAIN VALLEY, Calif., Aug. 3, 2009 - Hyundai Motor America today announced July sales of 45,553 units, a 21 percent increase over last month and 12 percent increase compared with July 2008. This marks the seventh consecutive month of year-over-year retail share gains, and another all-time record retail market share performance. Cash-for-clunkers deals accounted for 22 percent of Hyundai sales.

“The combination of increasing consumer recognition of Hyundai’s industry-leading quality, and the incremental stimulus from the Cash for Clunkers program, led to our second-best July ever,” said Dave Zuchowski, vice president of national sales, Hyundai Motor America. “J.D. Power accolades for Hyundai as the highest ranked non-premium brand in quality, combined with our very fuel-efficient lineup, drove sales increases of 13, 30, and 17 percent for Accent, Elantra and Sonata, respectively, over a year ago.”

The Cash for Clunkers program is having a positive impact across all sectors of the industry. For example, Hyundai Motor Manufacturing Alabama is now increasing production by returning to a five-day work week in July after being on a shortened work week since mid-October. “We hope the Senate will support the additional \$2 billion the House has approved,” Zuchowski added. “The program is good for the environment, cuts oil dependency, saves consumers money and is good for the economy – and our dealers have a great lineup of vehicles perfect for customers looking for safe and energy-efficient transportation.”

The North American Car of the Year Hyundai Genesis continued its strong sales performance, with sales more than tripling from last year, up 10 percent from a strong performance in June. In July, J.D. Power and Associates presented Genesis with two more major awards: “Most Appealing Mid-Size Premium Car” in the 2009 Automotive Performance, Execution and Layout (APEAL) Study, and the highest ranked 2009 all-new or redesigned vehicle in the inaugural Vehicle Launch Index (VLI).

Hyundai’s Central region, comprised of 13 central and midwestern heartland states and about 160 dealers, was Hyundai’s best-performing region on a year-over-year basis in July, recording an all-time, any-month sales record. Sales for the month were up 21 percent over a year ago and up 60 percent over June. “In Detroit, sales were up 48 percent from June, and we had an all-time July record in Chicago,” said Brian O’Malley, general manager, Central Region. “Middle America can’t seem to get enough of Hyundai quality, safety, and value.”

Hyundai Assurance and Hyundai Assurance Gas Lock complement America’s Best Warranty on eligible new vehicles financed or leased from a participating Hyundai dealer. For full details about the program, visit: www.hyundai.com.

CARLINE	JULY/2009	JULY/2008	CY/2009	CY/2008
ACCENT	7,634	6,740	40,562	34,924
SONATA	13,381	11,409	73,862	77,336
ELANTRA	13,616	10,454	53,520	72,432

TIBURON	151	1,102	8,497	6,069
SANTA FE	6,793	6,868	40,266	44,278
AZERA	306	808	2,257	12,251
TUCSON	1,106	1,521	8,658	13,268
ENTOURAGE	32	482	3,375	3,514
VERACRUZ	519	700	7,289	7,048
GENESIS	2,015	619	11,953	649
TOTAL	45,553	40,703	250,239	271,769