



Hyundai Motor America
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FOR IMMEDIATE RELEASE

HYUNDAI MOTOR AMERICA REPORTS FEBRUARY 2009 SALES



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FOUNTAIN VALLEY, Calif., March 3, 2009 - Hyundai Motor America today announced sales of 30,621 for the month of February, down 1.5 percent from the same period last year. Sales were up 25 percent over January 2009.

“We’re pleased to maintain our sales volumes on a year-over-year basis, especially in an industry under this type of economic stress,” said Dave Zuchowski, Hyundai Motor America’s vice president of national sales. “We’re seeing continued consumer interest in our Hyundai Assurance Program, and we’re continuing to gain momentum with the Hyundai Genesis – the North American Car of the Year – which set a monthly sales record in February. New models like Elantra Touring and Genesis Coupe are arriving now in dealer showrooms, just in time for the spring selling season.”

Hyundai’s Eastern sales region once again turned in the best sales performance in the country, with sales up 12 percent over last February, and 42 percent over January. “Our dealers are seeing increasing showroom traffic in response to our Super Bowl and Academy Awards messaging,” says Peter DiPersia, General Manager of the Eastern Region. “Consumers are also responding to our industry-leading warranty, our new Assurance and Assurance Plus programs, and our strong product lineup, all of which are resonating in today’s economy.”

All new Hyundai vehicles sold in the U.S. are covered by America’s Best Warranty. In addition, the Hyundai Assurance Program is now offered on all new Hyundai’s leased or purchased at a participating Hyundai dealership. Hyundai Assurance provides protection from certain income-changing life events, allowing consumers to return their vehicles in the first year of ownership without impacting their credit histories, while covering vehicle depreciation (negative equity) up to \$7,500.

For a limited time, Hyundai is also offering Hyundai Assurance Plus, adding 90 days of payment relief to the existing protection plan. Hyundai Assurance Plus is part of Hyundai’s Spring Sales Event, which runs until April 30, 2009. Hyundai Assurance and Hyundai Assurance Plus are complimentary for the first 12 months of ownership. The programs supplement all existing consumer incentives, and are available to any consumer, regardless of age, health, employment history or financed amount of the vehicle. Visit www.HyundaiUSA.com for details.

CARLINE	FEB/2008	FEB/2009	CY/2008	CY/2009
ACCENT	3,335	4,334	6,276	7,894
SONATA	8,538	4,743	13,125	13,251
ELANTRA	6,750	8,978	12,365	12,285
TIBURON	639	629	1,242	1,019
SANTA FE	6,003	5,223	9,719	10,247
AZERA	1,641	322	2,784	616
TUCSON	2,213	1,358	3,586	2,332
ENTOURAGE	547	2,490	915	2,712
VERACRUZ	1,424	1,281	2,530	2,458

GENESIS	0	1,263	0	2,319
TOTAL	31,090	30,621	52,542	55,133