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**FOR IMMEDIATE RELEASE**

**HYUNDAI MOTOR AMERICA REPORTS JANUARY 2009 SALES**



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**FOUNTAIN VALLEY, Calif., Feb. 3, 2009** - Hyundai Motor America today announced sales of 24,512 for the month of January, up 14 percent versus 2008 and 2 percent over December.

“We got off to a quick start in January thanks to the rollout of our all new Hyundai Assurance Program, which has struck a chord with the American consumer during these uncertain times,” said Dave Zuchowski, Hyundai Motor America’s vice president of national sales. “This momentum was further spurred by the announcement of Hyundai Genesis winning the North American Car of the Year award. We are encouraged by the strong start in January and are hopeful that this energy can be sustained into February as we launch the new Genesis Coupe and Elantra Touring.”

Hyundai’s Eastern sales region turned in the best sales performance in the country, with sales up 20 percent over last January. “Our dealers and consumers have embraced the Assurance Program in a big way,” says Peter DiPersia, General Manager of the Eastern Region. “This program gets to the root cause of today’s economic concerns – fear of job loss – and shows consumers we have faith in them, and faith in our economy.”

CARLINE	JAN/2008	JAN/2009	CY/2008	CY/2009
ACCENT	2,941	3,560	2,941	3,560
SONATA	4,587	8,508	4,587	8,508
ELANTRA	5,615	3,307	5,615	3,307
TIBURON	603	390	603	390
SANTA FE	3,716	5,024	3,716	5,024
AZERA	1,143	294	1,143	294
TUCSON	1,373	974	1,373	974
ENTOURAGE	368	222	368	222
VERACRUZ	1,106	1,177	1,106	1,177
GENESIS	0	1,056	0	1,056
TOTAL	21,452	24,512	21,452	24,512