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**FOR IMMEDIATE RELEASE**

**HYUNDAI MOTOR AMERICA SETS ALL-TIME RECORD APRIL**



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- **Elantra up 45 percent**
- **Azera up 48 percent**
- **All-new Santa Fe up 10 percent**
- **Inventory remains tight, especially for fast-turning Sonata**
- **Assurance Connected Care launching May 16**

**COSTA MESA, Calif., May 1, 2013** – Hyundai Motor America today announced sales of 63,315 units, up two percent versus the same period in 2012.

“April is always a transitional month going into our peak selling season and we were pleased with the strength that both the industry and our award-winning lineup of vehicles exhibited,” said Dave Zuchowski, executive vice president of national sales. “Through the first four months of this year, HMA has shattered its all-time volume mark, and with strong economic signals, improving availability and a historically strong selling season directly in front of us, we fully expect to continue this record-setting trend for the first six months of the year.”

Elantra sales for the month were 24,445 units, up 45 percent over last April and up 29 percent year-to-date. The all-new award-winning Santa Fe, which is offering families a fresh alternative in this highly competitive segment, had sales of 6,940 units for the month, up 10 percent over April 2012 and 27 percent for the year.

“While we did a decent job matching production levels with strong demand for Azera, Elantra and Santa Fe, our U.S.-built Sonata inventories remain among the lowest in the segment, and we continue to work to meet demand for all variants of our fast-turning mid-size sedan,” said John Krafcik, president and CEO of Hyundai Motor America. “Our new Sonata Hybrid has been a focus model for us though, and here we’ve been able to support a 40 percent year-over-year sales increase with additional production and high consumer interest in our upgraded hybrid powertrain with its industry-leading Lifetime Hybrid Battery Warranty.”

Genesis and Equus inventories remained extremely tight due to model year ramp up, with the freshened 2014 Equus on its way to Hyundai showrooms later this month.

Hyundai recently announced an enhancement to its Assurance suite of consumer-focused programs with its innovative connected-car solution, Assurance Connected Care. Three years of Assurance Connected Care will become standard on all Blue Link-equipped vehicles, representing most Hyundai models, beginning May 16.

Fleet mix was 16 percent for both the month and the year, among the lowest in the industry. Certified Pre-Owned vehicle sales were 6,218, an April record, up 33 percent over April 2012. Low fleet mix and high CPO sales are two key ingredients driving Hyundai’s strong residual value performance, among the best in the industry according to ALG.

<b>CARLINE</b>	<b>APR/2013</b>	<b>APR/2012</b>	<b>CY/2013</b>	<b>CY/2012</b>
<b>ACCENT</b>	<b>4,730</b>	<b>6,160</b>	<b>18,644</b>	<b>24,644</b>

<b>SONATA</b>	<b>16,077</b>	<b>20,521</b>	<b>63,362</b>	<b>75,716</b>
<b>ELANTRA</b>	<b>24,445</b>	<b>16,836</b>	<b>78,991</b>	<b>61,237</b>
<b>SANTA FE</b>	<b>6,940</b>	<b>6,318</b>	<b>26,386</b>	<b>20,853</b>
<b>AZERA</b>	<b>1,409</b>	<b>953</b>	<b>4,118</b>	<b>1,112</b>
<b>TUCSON</b>	<b>3,733</b>	<b>3,909</b>	<b>14,743</b>	<b>14,958</b>
<b>VERACRUZ</b>	<b>16</b>	<b>476</b>	<b>152</b>	<b>2,285</b>
<b>VELOSTER</b>	<b>3,120</b>	<b>3,192</b>	<b>9,477</b>	<b>11,973</b>
<b>GENESIS</b>	<b>2,584</b>	<b>3,548</b>	<b>10,697</b>	<b>11,780</b>
<b>EQUUS</b>	<b>261</b>	<b>351</b>	<b>1,075</b>	<b>1,279</b>
<b>TOTAL</b>	<b>63,315</b>	<b>62,264</b>	<b>227,645</b>	<b>225,837</b>

#### SALES-WEIGHTED FUEL ECONOMY

	<b>March Label Combined MPG</b>	<b>April Window Label Combined MPG</b>	<b>2013 CYTD Window Label Combined MPG</b>
Car	28.4	28.4	28.1
Truck	22.5	21.9	22.5
<b>Hyundai Brand</b>	<b>28.2</b>	<b>28.2</b>	<b>27.9</b>

#### HYUNDAI MOTOR AMERICA

Hyundai Motor America, headquartered in Costa Mesa, 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 through more than 820 dealerships nationwide. All Hyundai vehicles sold in the U.S. are covered by the [Hyundai Assurance](#) program, which includes the 5-year/60,000-mile fully transferable new vehicle limited warranty, Hyundai's 10-year/100,000-mile powertrain limited warranty, and five years of complimentary Roadside Assistance. On May 16, 2013, Hyundai Assurance will be expanded to include Assurance Connected Care. Assurance Connected Care provides Hyundai owners with proactive safety and car care services made possible by the Hyundai Blue Link telematics platform standard for three years. These services include Automatic Collision Notification, Enhanced Roadside Assistance, Vehicle Diagnostic Alert, Monthly Vehicle Health Report and in-vehicle service scheduling.

For more details on Hyundai Assurance, please visit <http://www.hyundaiassurance.com/>

Please visit our media website at [www.hyundainews.com](http://www.hyundainews.com) and our blog at [www.hyundailikesunday.com](http://www.hyundailikesunday.com)

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