



Hyundai Motor America
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FOR IMMEDIATE RELEASE

HYUNDAI MOTOR AMERICA REPORTS RECORD AUGUST SALES



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- **Best August in company history**
- **Premium models soar with Equus up 47 percent, Genesis up 30 percent**
- **All-new Santa Fe up 79 percent, Elantra up 37 percent**

COSTA MESA, Calif., Sept. 4, 2013 – Hyundai Motor America today announced an all-time August sales record of 66,101 units, up eight percent versus the same period in 2012. U.S.-built Santa Fe, Sonata and Elantra continue to be in hot demand, with dealer stock levels just half of competitor levels. Fleet mix for the month was 12 percent.

“You always hear about the strong summer selling months but it’s still particularly gratifying to experience it first hand, as we did in August, leveraging high consumer demand with a great lineup of products to continue our string of record- breaking volume months,” said Dave Zuchowski, executive vice president of national sales. “We have good momentum, innovative marketing and incentive support, excellent inventory balance, and a steadily improving economic climate so we feel pretty bullish about the final four-month home stretch of 2013.”

Sales of Hyundai’s three core U.S.-built models – Santa Fe, Sonata and Elantra – were up a combined 18 percent, and represented 75 percent of total sales this month. The all-new Santa Fe continues its strong sales pace with a 79 percent gain over last August. Consumers continue to be drawn to Elantra, ALG’s highest residual value compact car for three straight years, with sales up 37 percent to 24,700. Sonata continues to be in high demand, but sales have been constrained by production capacity limitations at the Hyundai Alabama plant which is now running a three-shift, 24-hour-a-day operating pattern to meet demand. Both Sonata and Elantra are operating with less than a 30-day supply.

“With our U.S. plants setting another production record in August, our dealers are seeing some inventory relief, with more car transporters unloading fresh new Hyundai models at their dealerships,” said John Krafcik, president and CEO of Hyundai Motor America. “Last month, we also saw the impact of improved Genesis and Equus availability, with Equus hitting an all-time sales record with the launch of the 2014 model and Genesis sales up 30 percent.”

Certified Pre-Owned vehicle sales set an all-time, any-time record at 7,306, up 15 percent over August 2012. Hyundai’s CPO program is recognized as one of the best in the industry, and is one of the drivers of Hyundai’s 2013 top-two residual value ranking by ALG.

<u>CARLINE</u>	<u>AUG/2013</u>	<u>AUG/2012</u>	<u>CY/2013</u>	<u>CY2012</u>
ACCENT	5,117	5,398	40,113	47,125
SONATA	16,917	19,624	138,830	158,014
ELANTRA	24,700	17,989	174,902	134,270
SANTA FE	8,102	4,524	56,105	43,583

AZERA	898	959	7,618	5,102
TUCSON	3,886	5,376	30,042	33,271
VERACRUZ	6	963	175	6,116
VELOSTER	3,093	3,708	21,005	25,318
GENESIS	2,947	2,262	22,191	24,347
EQUUS	435	296	2,135	2,643
TOTAL	66,101	61,099	493,116	479,789

SALES-WEIGHTED FUEL ECONOMY

	July Window Label Combined MPG	August Window Label Combined MPG	2013 CYTD Window Label Combined MPG
Car	28.4	28.3	28.3
Truck	21.7	21.7	22.1
Hyundai Brand	28.1	28.0	28.1

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. Hyundai Assurance includes Assurance Connected Care that provides owners of Hyundai models equipped with the Hyundai Blue Link telematics system with proactive safety and car care services complimentary 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 www.HyundaiAssurance.com

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