



Hyundai Motor America
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FOR IMMEDIATE RELEASE

HYUNDAI MOTOR AMERICA REPORTS ALL-TIME RECORD OCTOBER SALES - UPDATED



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- *****PLEASE NOTE THE UPDATED CY/2013 SALES NUMBERS FOR ELANTRA*****
- **Core vehicles lead the charge with Sonata up 18 percent, Santa Fe up 36 percent**
- **Auto show season brings more product news and a big announcement in L.A.**

COSTA MESA, Calif., Nov. 1, 2013 – HyundaiMotor America today announced sales for the month of October of 53,555 units, up seven percent versus the same period in 2012, representing the best October in company history.

“October was a bit of a roller coaster ride for the entire automotive sector so we feel pretty good about exceeding prior year sales results and posting our best-ever October performance,” said Dave Zuchowski, executive vice president of national sales. “We expect continued economic and political stabilization throughout the final two months of 2013, which should ease uncertainty, boost consumer confidence and restore a robust growth curve for new vehicle sales.”

The core vehicles in the Hyundai line-up all saw sales gains during the month of October. Accent, Sonata, Elantra and Santa Fe sales were up 7, 18, 3 and 36 percent, respectively, with Sonata and Santa Fe aided by the arrival of freshened 2014 models with high-demand features like blind spot detection. The new 2014 Equus continues its roll, with sales up 14 percent. Azera, Tucson, Genesis and Veloster 2014 models are just now arriving at Hyundai dealerships.

“Consumers sidelined during the government shutdown took to showroom floors later in the month, with Hyundai sales pacing well over prior year levels in the last two weeks,” said John Krafcik, president and CEO. “While we continue to rebuild dealer inventories on core models like Sonata and Santa Fe, we’re also looking forward to the Los Angeles Auto International Auto Show in a few weeks, where we’ll be introducing a refreshed 2014 Elantra line-up and our take on the next generation of electric vehicles.”

Fleet sales represented 18 percent of total sales in October.

Certified Pre-Owned vehicle sales for the month were 6,405 a gain of 106 percent.

<u>CARLINE</u>	<u>OCT/2013</u>	<u>OCT/2012</u>	<u>CY/2013</u>	<u>CY2012</u>
ACCENT	3,605	3,373	48,717	54,811
SONATA	19,872	16,773	172,574	192,119
ELANTRA	14,876	14,512	209,469	167,087
SANTA FE	8,194	6,022	70,938	56,983
AZERA	512	840	9,617	6,833
TUCSON	2,016	3,451	34,907	41,295

VERACRUZ	0	343	175	7,683
VELOSTER	2,175	2,464	25,448	30,802
GENESIS	1,944	2,175	27,061	29,191
EQUUS	361	318	2,867	3,281
TOTAL	53,555	50,271	601,773	590,085

SALES-WEIGHTED FUEL ECONOMY

	September Window Label Combined MPG	October Window Label Combined MPG	2013 CYTD Window Label Combined MPG
Car	28.1	27.6	28.2
Truck	21.8	21.4	22.0
Hyundai Brand	27.9	27.4	28.0

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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