

# News Release

## Hyundai Motor America Reports November 2018 Sales

- **Total Sales Up 1 Percent**
- **Hyundai Brand Sales Increase 3 Percent**
- **Record November Sales for Tucson, Total SUV and Ioniq**

**FOUNTAIN VALLEY, Calif., Dec. 3, 2018** – Hyundai Motor America reported November sales of Hyundai- and Genesis-branded vehicles of 57,499 units, a 1 percent increase in comparison with November 2017. Hyundai continues to achieve sales gains in the second half of the year with total sales increasing in six out of the last seven months.

### Sales by Brand

	Nov-18	Nov-17	2018 YTD	2017 YTD
<b>Hyundai</b>	57,082	55,435	602,527	603,315
<b>Genesis</b>	417	1,776	9,698	18,646
<b>TOTAL</b>	<b>57,499</b>	<b>57,211</b>	<b>612,225</b>	<b>621,961</b>

### Hyundai Brand Highlights

Hyundai-branded vehicle sales increased by 3 percent, led again by a monthly SUV sales record that rose 17 percent compared with the prior year. This was the fourth month in a row Hyundai established a new monthly SUV sales mark, while retail SUV sales mix was 49 percent versus 38 percent last November. [Tucson](#) set a monthly record for the 21<sup>st</sup> month in a row, with a 3 percent increase and [Kona](#) reached nearly 6,000 units sold, its highest monthly total since going on sale in February. [Sonata](#) (up 2 percent), [Veloster](#) (up 9 percent) and [Ioniq](#) (up 12 percent), which also set a November sales record, were the other Hyundai models with improvements on the month.



“Hyundai’s product portfolio makeover of 10 all-new or redesigned models in 2018 are attracting consumers and resulting in sales growth in an industry we expect to be down slightly for the month,” said John Cook, director, Sales Operations, Hyundai Motor America. “We continue to focus on retail sales and with compelling offers during the Hyundai Holidays winter sales event we are aiming for an increase on the year. Going into 2019 with these new products and our new flagship premium three-row Palisade SUV that was launched at the Los Angeles Auto Show last week, we are building momentum and are poised to pick up market share.”

### **November Product and Corporate Activities**

- **Hyundai Palisade Global Reveal:** At the [Los Angeles Auto Show](#), Hyundai introduced its new flagship premium three-row Palisade SUV. The 2020 Palisade rides on an all-new SUV chassis with exceptional second- and third-row roominess coupled with generous cargo area and reconfiguration flexibility. Palisade will be available at dealerships across the U.S. in the summer of 2019.
- **Kona and Kona Electric Finalist for Utility Vehicle of the Year:** The 2019 Hyundai Kona and Kona Electric CUV models were together named one of the three finalists for the 2019 [North American Utility Vehicle of the Year](#), one of the most prestigious annual awards given in the auto industry.
- **KBB Best Buy Awards for Kona and Veloster N:** The 2019 Kona and 2019 Veloster N earned [Best Buy Awards](#) from the experts at Kelley Blue Book in the categories of Best Subcompact SUV and Best Performance Car, respectively.
- **Veloster N Pricing:** The well-regarded, high-performance Veloster N starts at \$26,900 and the Performance Package model at \$29,000.
- **2019 Racing Program:** [Bryan Herta Autosport](#) will compete in the 2019 IMSA MICHELIN Pilot Challenge in the all-new Hyundai Veloster N TCR race car. In addition, Bryan Herta Autosport will sell Hyundai TCR race cars to customer teams and provide technical and parts support.



## Hyundai Model Sales

Vehicle	Nov-18	Nov-17	2018 YTD	2017 YTD
Accent	1,957	3,624	25,260	53,750
Azera	-1	146	626	2,919
Elantra	18,148	19,060	185,339	176,860
Ioniq	1,074	962	13,801	10,289
Kona	5,976	0	38,771	0
Santa Fe	8,994	11,346	105,691	120,025
Sonata	8,173	7,982	96,413	123,295
Tucson	11,908	11,532	126,915	103,102
Veloster	853	781	9,710	11,903

## Genesis Model Sales

Vehicle	Nov-18	Nov-17	2018 YTD	2017 YTD
G70	128	0	180	0
G80	217	1,408	7,358	14,654
G90	72	368	2,160	3,992

## Hyundai Motor America

Hyundai Motor America is focused on delivering an outstanding customer experience grounded in design leadership, engineering excellence and exceptional value in every vehicle we sell. Hyundai's technology-rich product lineup of cars, SUVs and alternative-powered electric and fuel cell vehicles is backed by Hyundai Assurance—our promise to deliver peace of mind to our customers. Hyundai vehicles are sold and serviced through more than 830 dealerships nationwide and the majority sold in the U.S. are built at U.S. manufacturing facilities, including Hyundai Motor Manufacturing Alabama. Hyundai Motor America is headquartered in Fountain Valley, California, and is a subsidiary of Hyundai Motor Company of Korea.

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