

# News Release

## Hyundai Motor America Reports November 2019 Sales

- **Total Sales Increase 6%**
- **Retail Sales Up a Substantial 19%**
- **First Retail Deliveries of the All-New Sonata and Venue**
- **November Sales Records for Total SUVs, Santa Fe, Tucson, Kona and Ioniq**
- **Hyundai Eco-Friendly Vehicle Sales Jump 78%**

**FOUNTAIN VALLEY, Calif., Dec. 3, 2019** – Hyundai Motor America reported total November sales of 60,601 units, a 6% increase in comparison with November 2018. The month was highlighted by another record-breaking performance from Hyundai’s SUV lineup and the initial sales of the all-new [Venue](#) and marquee 2020 [Sonata](#). The November sales result is the 15<sup>th</sup> time in the last 16 months with increasing overall Hyundai vehicle sales. Additionally, Hyundai achieved this overall sales growth while reducing its dependency on fleet sales, which were down 33% on the month and represented 15% of total sales.

### Sales Summary

	Nov-19	Nov-18	2019 YTD	2018 YTD
<b>Hyundai</b>	60,601	57,082	624,051	602,527

### Retail Highlights

Hyundai’s retail sales increased a significant 19% in November, the second straight month with double digit retail growth. Two all-new Hyundai models made their way to customers for the first time during the month as the 2020 Sonata and 2020 Venue SUV sold their first retail units. The eighth-generation Sonata is unlike any of its predecessors, showcasing Hyundai’s Sensuous Sportiness design philosophy, an all-new Smartstream G2.5 GDI engine and segment-first technology that proves what



sedans can truly be, while Venue is the latest edition to Hyundai's SUV portfolio that is small in size, but big on practicality and personality.

Retail gains on the month were led by [Santa Fe](#) (up 26%), [Tucson](#) (up 31%), and [Kona](#) (up 39%), while [Palisade](#) exceeded 5,000 retail units, a 21% increase compared with last month, October 2019. In total, retail SUV sales finished at 31,914 units, the best ever November total, representing a 62% mix of retail volume compared with a 50% mix in November 2018. This was the highest SUV retail mix in Hyundai history and also the fifth consecutive month exceeding 60% as Hyundai's diverse SUV lineup is resonating with customers.

Hyundai's broad eco-friendly lineup also performed well with total green retail vehicle sales up 36%.

### **Total Volume Highlights**

Hyundai SUVs set their all-time November total sales record, selling 33,340 units and growing 24% compared with November 2018. Kona sales were up slightly, setting a November record, Tucson increased 1% and Santa Fe grew 8%. The SUV performance represented 55% of total Hyundai sales compared with 47% in November of last year.

Sales of Hyundai's eco-friendly vehicles continue to perform well with total sales of all alternative-fueled vehicles increasing by 78%, including the best [Ioniq](#) November ever (up 39%), best [Kona EV](#) month ever (448 units) and best NEXO month of all time (38 units).

"Thanks to the strongest product lineup we've ever had and the dedication of our retail partners to provide a better sales experience, we were successful in growing retail sales by double digits, while keeping incentive spending below industry average," said Randy Parker, vice president, National Sales, Hyundai Motor America. "As we just presented at the LA Auto Show, we are in the midst of a product onslaught that introduces industry-leading vehicles across the spectrum of performance. Sonata and Venue are the latest to arrive at dealers providing customers with even more options for outstanding design, technology leadership and excellent drivability, in whatever package meets their needs."

## November Product and Corporate Activities

- **Los Angeles Auto Show Introductions:** At the 2019 Los Angeles Auto Show, Hyundai showcased the diversity of its product development and engineering capabilities with the unveiling of the [RM19 Midship Sports Car Prototype](#), [Vision T Plug-in Hybrid Concept](#) and the refreshed [Ioniq lineup](#).
- **Santa Cruz Production:** Hyundai Motor Manufacturing Alabama announced the [Santa Cruz](#) compact utility vehicle will join the Santa Fe and the Sonata and Elantra sedans at Hyundai's U.S. automotive assembly plant in Montgomery, starting in 2021.
- **Expanding Eco-Friendly Lineup:** By 2022, Hyundai will introduce [13 alternatively fueled vehicles in the U.S.](#), including six sedans and seven SUVs.
- **Veloster N Named Road & Track Performance Car of the Year:** Hyundai's Veloster N won the highly selective and prestigious [Road & Track Performance Car of the Year](#) honor for 2020, emerging the victor in an arena with considerably more expensive world-class challengers.
- **2020 North American Car and Utility of the Year Finalists:** The 2020 Hyundai Sonata and Palisade models were named among the top-three finalists for the prestigious [2020 North American Car and Utility of the Year awards](#) respectively. This is the second consecutive year that a Hyundai model has been nominated to the finalist round, with the 2019 Hyundai Kona and Kona Electric named the winner of the 2019 North American Utility Vehicle of the Year.
- **Kelley Blue Book Best Buy Awards:** Hyundai's 2020 Kona, 2020 Kona Electric and 2020 Santa Fe earned [Best Buy Awards](#) from the experts at Kelley Blue Book for the categories of Best Subcompact SUV, Best Electric Car and Best Midsize SUV – 2-Row.
- **Super Bowl Advertising:** At the upcoming [Super Bowl LIV](#), Hyundai will run a new 60-second ad during the second quarter of the game and hopes to continue its streak of standout performances.

## Model Sales

Vehicle	Nov-19	Nov-18	2019 YTD	2018 YTD
Accent	1,596	1,957	23,317	25,260
Elantra	17,322	18,148	156,374	185,339
Ioniq	1,495	1,074	18,410	13,801



<b>Kona</b>	5,996	5,976	66,648	38,771
<b>Nexo</b>	38	0	252	36*
<b>Palisade</b>	5,268	0	23,082	0
<b>Santa Fe</b>	9,740	8,994	117,023	105,691
<b>Sonata</b>	5,931	8,173	80,361	96,413
<b>Tucson</b>	12,008	11,908	126,157	126,879
<b>Veloster</b>	917	853	12,137	9,710
<b>Venue</b>	290	0	290	0

\*Includes Tucson Fuel Cell sales

### Hyundai Motor America

At Hyundai Motor America, we believe everyone deserves better. From the way we design and build our cars to the way we treat the people who drive them, making things better is at the heart of everything we do. 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 create a better experience for customers. Hyundai vehicles are sold and serviced through more than 830 dealerships nationwide and nearly half of those sold in the U.S. are built at 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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