

News Release

Hyundai Motor America Reports June and Q2 2020 Sales

- **June Retail Sales Increase 6% Year-Over-Year**
- **SUV Retail Sales Up 34%**
- **Palisade Establishes New Monthly Sales Record**

FOUNTAIN VALLEY, Calif., July 1, 2020 – Hyundai Motor America reported total June sales of 50,135 units, a 22% decrease compared with June 2019. Retail sales grew 6% despite the ongoing economic challenges. It is the second straight month the company has recorded increasing year-over-year retail sales. Fleet sales were down 93% and represented only 2% of total volume.

Hyundai sold 48,935 retail units in June, with SUVs representing 69% of the total retail mix. Hyundai SUV retail sales grew 34% with the flagship SUV Palisade establishing a new overall and retail monthly sales record. Santa Fe retail sales were up 14% and Kona retail sales increased by 1%.

For the second quarter, Hyundai sold 141,722 total units, a 24% decline and 134,122 retail units, a 5% decline compared with Q2 2019. During the first half of the year, Hyundai sold 272,597 total units, an 18% decline and 248,184 retail units, a 3% decline compared with the first half of 2019.

June Sales Summary

	Jun-20	Jun-19	2020 YTD	2019 YTD
Hyundai	50,135	64,202	272,597	333,328

“Thanks to our dealers’ quick action to meet an uptick in customer demand, Hyundai enjoyed the second straight month of increased retail sales,” said Randy Parker, vice president, National Sales, Hyundai Motor America. “We achieved the highest retail market share gains on the year through May.



By continuing to manage incentive spending responsibly and well below the industry average, I fully anticipate outperforming the market again.”

June Product and Corporate Activities

- **Wards 10 Best Interiors:** Venue was named to the prestigious Wards [10 Best Interiors](#) list for its creative and expressive interior design.
- **J.D. Power IQS Recognition:** The J.D. Power 2020 U.S. Initial Quality Study (IQS) [ranked](#) Hyundai Tucson as the best compact SUV in initial quality and the Hyundai Veloster also earned the top score in the compact sporty car vehicle segment.
- **Preventing Hot Car Deaths:** Heading into summer, Hyundai is reminding everyone to check the rear seats when exiting a vehicle. The company is also making its [Rear Occupant Alert](#) (ROA) door-logic system standard on most of its new vehicles by 2022.
- **Hyundai Venue Buyers:** An analysis of Venue [buyers](#) found that it is appealing to younger generations while also attracting female buyers.
- **Refreshed Santa Fe:** Hyundai Motor Company [unveiled](#) the global design of its upcoming refreshed Santa Fe, showcasing charismatic styling and value-added features.
- **Rhode Island School of Design Partnership:** Hyundai Motor Group and Rhode Island School of Design (RISD) announced a research [collaboration](#) to examine relationships among natural and built environments in order to propose new directions for the future of mobility.

Model Sales

Vehicle	Jun-20	Jun-19	2020 YTD	2019 YTD
Accent	1,239	2,632	8,294	14,906
Elantra	7,561	16,540	48,450	84,971
Ioniq	868	1,607	5,438	7,599
Kona	5,943	6,341	30,767	37,089
Nexo	12	21	76	119
Palisade	8,169	383	36,455	383
Santa Fe	8,376	14,335	43,429	67,571
Sonata	5,407	8,379	30,289	47,132
Tucson	10,216	12,825	57,941	65,954



Veloster	806	1,139	4,287	7,604
Venue	1,538	0	7,171	0

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 820 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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