



Hyundai Motor America  
 10550 Talbert Ave, Fountain Valley, CA 92708  
 MEDIA WEBSITE: HyundaiNews.com  
 CORPORATE WEBSITE: HyundaiUSA.com

**FOR IMMEDIATE RELEASE**

**HYUNDAI MOTOR AMERICA REPORTS OCTOBER 2009 SALES**



**Lori Scholz**  
 Public Relations Manager  
 (714) 965-3890  
 lscholz@hmausa.com

ID: 28338

**Hyundai Leads all Automotive Brands in Market Share Growth This Year**

**FOUNTAIN VALLEY, Calif., Nov. 2, 2009** - Hyundai Motor America today announced October sales of 31,005 units, a 49 percent increase compared with October 2008. Calendar year-to-date, Hyundai sales are up 4 percent. This marks the tenth consecutive month of year-over-year gains in retail market share. Hyundai leads all automotive brands in absolute market share growth, up 1.2 percentage points (from 3.1 percent to 4.3 percent) for the first ten months of this year.

“We’ve done a good job of selling down our 2009 model year inventory over the last few months, with about two-thirds of Hyundai car sales in October being fresh, 2010 model year vehicles,” said Dave Zuchowski, vice president of sales. “With the recent encouraging economic news of a 3.5 percent GDP growth during the third quarter, the best in two years, we are looking forward to the final two months of the year. We have our all-new Tucson launching at the end of this year and the 2011 Sonata coming early next year, so we are excited about the terrific new products we’ll be filling our dealerships with.”

Genesis continued its strong growth trend with sales of 1,850, a 65 percent increase. The fuel-efficient Accent and Elantra had significant increases of 106 percent and 225 percent respectively versus 2008 while the Santa Fe delivered a solid sales gain of 70 percent leading up to the introduction of the even more fuel-efficient face lifted 2010 model coming early next year.

CARLINE	Oct-09	Oct-08	CY/2009	CY/2008
ACCENT	4,581	2,222	60,106	46,615
SONATA	7,790	7,943	101,365	105,385
ELANTRA	8,673	2,673	91,379	88,817
TIBURON	0	558	8,579	8,288
SANTA FE	6,448	3,794	64,515	60,423
AZERA	298	361	3,230	13,798
TUCSON	848	988	13,620	17,235
ENTOURAGE	1	461	3,424	4,821
VERACRUZ	516	699	9,220	9,126
GENESIS	1,850	1,121	17,784	3,976
<b>TOTAL</b>	<b>31,005</b>	<b>20,820</b>	<b>373,222</b>	<b>358,484</b>

Hyundai Motor America, headquartered in Fountain Valley, 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 by more than 790 dealerships nationwide.

###

