



Hyundai Motor America
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FOR IMMEDIATE RELEASE

HYUNDAI MOTOR AMERICA BREAKS ALL-TIME MONTHLY SALES RECORD



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- **Total sales up 13 percent, retail sales up 33 percent**
- **41 percent achieve 40-mpg highway, a 67.5 percent jump over March 2011**

COSTA MESA, Calif., April 3, 2012 – Hyundai Motor America, the most fuel efficient automaker in the U.S., today announced an all-time monthly sales record of 69,728 units, up 13 percent over last March, which held the previous record. For the first quarter, Hyundai sales were up 15 percent over 2011.

"March was the best month in Hyundai's history and capped the best first quarter we've ever recorded," said Dave Zuchowski, Hyundai Motor America's executive vice president of national sales. "Improving vehicle availability, particularly among our most fuel-efficient vehicles, Sonata, Elantra, Accent and Veloster, has fueled this record growth."

Overall retail sales through dealerships rose 33 percent over last March. Sales of Accent, Sonata and Elantra saw sales increases y-o-y of 28 percent, six percent and eight percent, respectively. Fleet mix remains low at 11 percent for the month.

"As Hyundai continues to offer more fuel-efficient vehicles, we are seeing more and more consumers in our showrooms, resulting in greater 40-mpg highway vehicle sales than ever before," said John Krafcik, president and CEO of Hyundai Motor America. "Our 40-mpg vehicle sales are up an astonishing 67.5 percent over last March."

Hyundai's RWD premium products, Genesis and Equus, saw an outstanding sales increase of 30 percent over March 2011 and are up 35 percent over February. While sales in the CUV segment remained relatively flat, the launch of the all-new 2013 Santa Fe at the New York International Auto Show will bring increased interest and demand in Hyundai's CUV segment.

<u>CARLINE</u>	<u>MAR/2012</u>	<u>MAR/2011</u>	<u>CY/2012</u>	<u>CY/2011</u>
ACCENT	8,337	5,739	18,484	14,487
SONATA	23,281	22,894	55,195	51,878
ELANTRA	19,681	19,255	44,401	41,203
SANTA FE	5,853	5,701	14,535	14,392
AZERA	128	199	159	522
TUCSON	4,197	4,508	11,049	10,713
VERACRUZ	622	672	1,809	1,809
VELOSTER	3,848	N/A	8,781	N/A

GENESIS	3,429	2,664	8,232	6,888
EQUUS	352	241	928	728
TOTAL	69,728	61,873	163,573	142,620

SALES-WEIGHTED FUEL ECONOMY

	March CAFE (mpg)	2012 CYTD CAFE	March Window Label Combined MPG	2012 CYTD Window Label Combined MPG
Car	38.5	38.3	28.9	28.8
Truck	29.0	28.9	22.1	22.1
Hyundai Brand	37.7	37.4	28.4	28.2

	March	2012 CYTD
40-MPG Sales	28,636	64,536
Mix of Total Sales	41%	39%

Hyundai achieved a corporate average fuel economy level of 37.7 MPG (28.4 MPG label value) in March, while selling 28,636 vehicles (41 percent of total sales) with 40 MPG window label highway fuel economy ratings.

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 800 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 warranty, Hyundai's 10-year/100,000-mile powertrain warranty, and five years of complimentary Roadside Assistance.

For more details on Hyundai Assurance, please visit www.HyundaiAssurance.com

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