



Hyundai Motor America
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FOR IMMEDIATE RELEASE

HYUNDAI MOTOR AMERICA REPORTS BEST EVER JANUARY SALES



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• **Best January for Genesis - up 76 percent**

FOUNTAIN VALLEY, Calif., Feb. 3, 2015 – Hyundai Motor America today reported its best January in company history, selling 44,505 units for the month, up one percent versus the same period last year. This is the seventh consecutive year of increased sales during the month of January.

“With consumer confidence at a seven year high and gasoline and energy prices on the decline, more car buyers will be heading into the dealerships in 2015,” said Bob Pradzinski, vice president, national sales. “Consumers are doing their homework - making sound, educated purchasing decisions – and looking for vehicles that equate to ‘more for less’. The search for value was one of the key drivers of Hyundai’s record setting January sales success as high-performing, quality vehicles such as Genesis, Sonata and Santa Fe continue to offer consumers unprecedented values.”

The all-new award-winning Genesis sedan, now available with Hyundai’s HTRAC AWD system, saw sales gains in the mid-west and eastern part of the country in January, as the snow piled up. Genesis sedan sales were up 76 percent for the month, resulting in Genesis’ best January. Sonata, our mid-size sedan was up 26 percent and Santa Fe, Hyundai’s CUV, was up 15 percent.

<u>CARLINE</u>	<u>JAN/2015</u>	<u>JAN/2014</u>	<u>CY/2015</u>	<u>CY/2014</u>
ACCENT	4,438	4,240	4,438	4,240
SONATA	12,363	9,815	12,363	9,815
ELANTRA	12,240	15,326	12,240	15,326
SANTA FE	7,749	6,721	7,749	6,721
AZERA	584	762	584	762
TUCSON	3,036	3,533	3,036	3,533
VERACRUZ	0	1	0	1
VELOSTER	1,302	1,821	1,302	1,821
GENESIS	2,573	1,459	2,573	1,459
EQUUS	220	327	220	327

TOTAL	44,505	44,005	44,505	44,005
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HYUNDAI MOTOR AMERICA

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 through more than 820 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 limited warranty, Hyundai's 10-year/100,000-mile powertrain limited warranty and five years of complimentary Roadside Assistance. Hyundai Blue Link Connected Care provides owners of Hyundai models equipped with the Blue Link telematics system with proactive safety and car care services complimentary for one year with enrollment. These services include Automatic Collision Notification, Enhanced Roadside Assistance, Vehicle Diagnostic Alert, Monthly Vehicle Health Report and in-vehicle service scheduling.

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

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