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HYUNDAI MOTOR AMERICA REPORTS RECORD FEBRUARY SALES

- **Total sales up 18 percent, retail sales up 29 percent**
- **Veloster sales nearly double over January**
- **40 percent achieve 40 MPG highway**
- **All-time record 37.7 mpg CAFE level**

COSTA MESA, Calif., Mar. 1, 2012 – HyundaiMotor America today announced all-time record February sales of 51,151 units, up 18 percent versus 2011.

"February business was surprisingly strong for Hyundai," said Dave Zuchowski, Hyundai Motor America's executive vice president, national sales. "Although we continue to deal with tight vehicle supply across the country, our core vehicles -- Sonata, Elantra and Accent -- all saw healthy double digit sales increases for the month. Additionally, combined sales of our premium Genesis/Equus models were up five percent over last year, setting all-time records in premium segment retail market share."

Overall retail sales through dealerships rose 29 percent from last February. Sonata, Elantra and Accent total sales increases were 11 percent, 12 percent and 29 percent, respectively. Fleet mix remains low at eight percent as the focus remains on retail customers.

"Our marketing investments in the Super Bowl and Academy Awards have once again delivered strong consumer demand across our lineup," said John Krafcik, Hyundai Motor America's president and CEO. "Even in the face of strong new competitors, Sonata and Elantra led the mid-size and compact segments in shopping interest at mid-month, according to data from Compete."

CARLINE	FEB/2012	FEB/2011	CY/2012	CY/2011
ACCENT	5,806	4,504	10,147	8,748
SONATA	17,425	15,723	31,914	28,984
ELANTRA	13,820	12,289	24,720	21,948
SANTA FE	3,864	4,276	8,682	8,691
AZERA	13	167	31	323
TUCSON	3,736	3,342	6,852	6,205
VERACRUZ	451	558	1,187	1,137
VELOSTER	3,240	0	4,933	0
GENESIS	2,512	2,441	4,803	4,224
EQUUS	284	233	576	487

TOTAL	**51,151**	**43,533**	**93,845**	**80,747**

SALES-WEIGHTED FUEL ECONOMY

	February CAFE (mpg)	**2012 CYTD CAFE**	**FebruaryWindow Label Combined MPG**	**2012 CYTD Window Label Combined MPG**
Car	38.5	38.1	28.9	28.7
Truck	29.1	28.9	22.2	22.1
Hyundai Brand	**37.7**	**37.2**	**28.3**	**28.1**

	February	**2012 CYTD**
40-MPG Sales	20,302	35,900
Mix of Total Sales	**40%**	**38%**

Hyundai achieved a corporate average fuel economy level of 37.7 MPG (28.3 MPG label value) in February, one full MPG higher than January, while selling 20,302 vehicles (40 percent of total sales) with 40 MPG window label highway fuel economy ratings. That's up from 35.2 MPG in February 2011, a seven percent increase. "With fuel prices over $4/gallon in much of the country, consumers continue to find a lot to like across Hyundai's industry-leading fuel-efficient lineup," said Krafcik. "Our plants are hard at work doing all they can to meet the extraordinary demand we're seeing, especially for Accent, Veloster, Elantra, and Sonata."

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.

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