



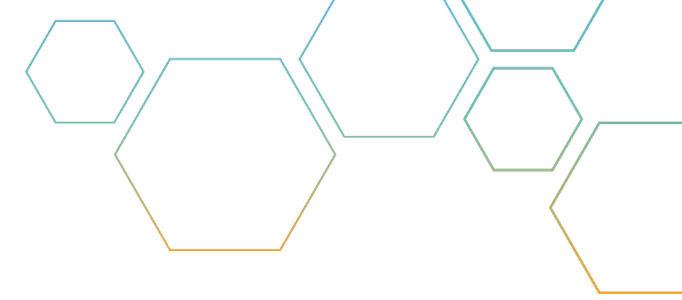
HYUNDAI MOTOR COMPANY: U.S. MARKET PERFORMANCE

First Quarter 2023

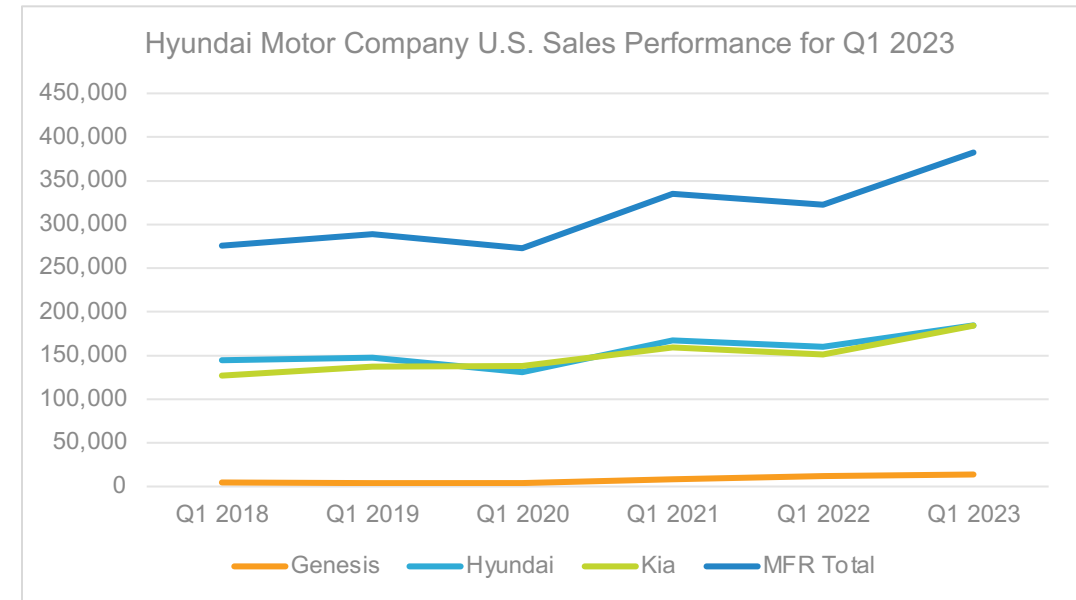


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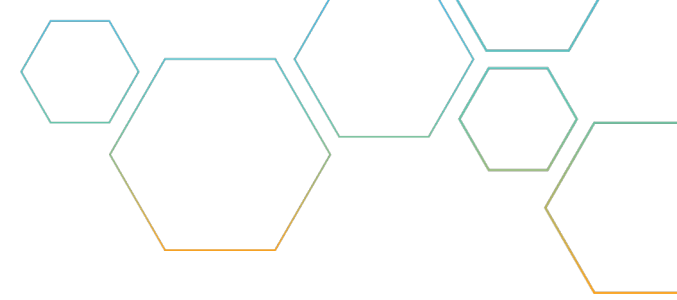
HYUNDAI MOTOR COMPANY SALES PERFORMANCE FOR FIRST QUARTER 2023



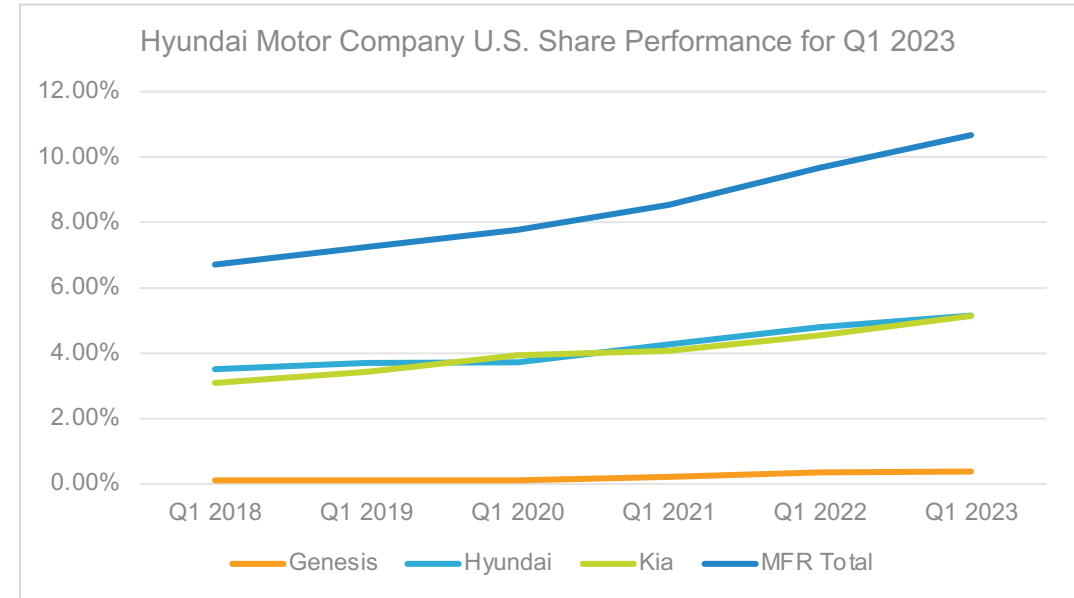
	Genesis	Hyundai	Kia	MFR Total
Q1 2018	4,362	144,516	126,945	275,823
Q1 2019	4,202	147,585	136,911	288,698
Q1 2020	3,955	130,875	137,945	272,775
Q1 2021	8,222	167,130	159,550	334,902
Q1 2022	11,723	159,676	151,194	322,593
Q1 2023	13,769	184,449	184,136	382,354
YOY Change	17.5%	15.5%	21.8%	18.5%



HYUNDAI MOTOR COMPANY U.S. SHARE PERFORMANCE FOR FIRST QUARTER 2023



	Genesis	Hyundai	Kia	MFR Total
Q1 2018	0.11%	3.51%	3.09%	6.7%
Q1 2019	0.11%	3.70%	3.43%	7.2%
Q1 2020	0.11%	3.73%	3.93%	7.8%
Q1 2021	0.21%	4.26%	4.07%	8.5%
Q1 2022	0.35%	4.79%	4.54%	9.7%
Q1 2023	0.38%	5.15%	5.14%	10.7%
Point Change	0.30%	0.36%	0.60%	1.0%



HYUNDAI'S U.S. SALES AND PRICES FOR KEY MODELS FOR FIRST QUARTER 2023

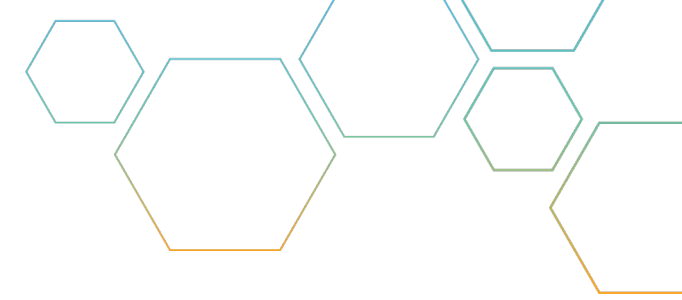


	Q1 Sales	YOY Change
Tucson	46,170	16.4%
Santa Fe	28,526	11.5%
Elantra	32,473	47.1%
Palisade	19,602	-6.8%
Kona	19,220	23.7%
Santa Cruz	9,307	10.8%
Ioniq 5	5,736	-8.1%

	Q1 ATP	YOY Change
Tucson	\$35,200	0.1%
Santa Fe	\$39,829	3.6%
Elantra	\$26,855	3.1%
Palisade	\$50,027	1.5%
Kona	\$29,168	0.6%
Santa Cruz	\$37,267	1.4%
Ioniq 5	\$55,158	7.3%



KIA'S U.S. SALES AND PRICES FOR KEY MODELS FOR FIRST QUARTER 2023



	Q1 Sales	YOY Change
Sportage	31,684	92.5%
Forte	30,526	29.9%
Telluride	27,190	23.2%
Sorento	20,166	12.5%
K5	14,288	-19.8%
EV6	3,392	-35.8%

	Q1 ATP	YOY Change
Sportage	\$35,643	11.2%
Forte	\$24,149	-1.3%
Telluride	\$49,938	3.0%
Sorento	\$41,777	-4.3%
K5	\$32,246	-0.1%
EV6	\$57,593	-0.6%



GENESIS' U.S. SALES AND PRICES FOR KEY MODELS FOR FIRST QUARTER 2023



	Q1 Sales	YOY Change
GV80	3,939	20.9%
GV70	5,308	29.0%
G70	2,580	-10.2%
G80	1,074	2.5%

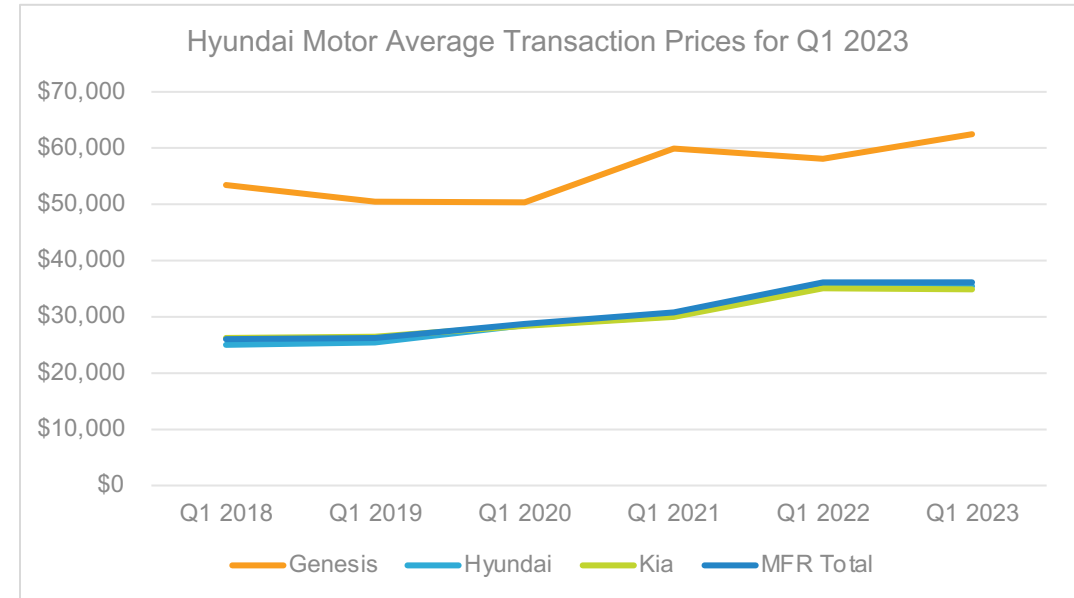
	Q1 ATP	YOY Change
GV80	\$73,901	5.4%
GV70	\$56,983	6.1%
G70	\$49,492	4.5%
G80	\$64,893	10.3%



HYUNDAI OVERALL U.S. AVERAGE TRANSACTION PRICES FOR FIRST QUARTER 2023



	Genesis	Hyundai	Kia	MFR Total
Q1 2018	\$53,434	\$25,014	\$26,241	\$26,028
Q1 2019	\$50,509	\$25,398	\$26,484	\$26,278
Q1 2020	\$50,356	\$28,508	\$28,435	\$28,788
Q1 2021	\$59,934	\$30,091	\$29,964	\$30,763
Q1 2022	\$58,115	\$35,498	\$35,068	\$36,118
Q1 2023	\$62,472	\$35,407	\$34,854	\$36,115
YOY Change	7.5%	-0.3%	-0.6%	0.0%



HYUNDAI OVERALL U.S. INCENTIVE SPENDING FOR FIRST QUARTER 2023



	Genesis	Hyundai	Kia	MFR Total
Q1 2018	\$4,267	\$2,737	\$3,842	\$3,269
Q1 2019	\$6,825	\$2,416	\$3,606	\$3,045
Q1 2020	\$5,961	\$2,213	\$3,913	\$3,127
Q1 2021	\$2,286	\$2,446	\$2,753	\$2,588
Q1 2022	\$1,614	\$788	\$1,246	\$1,033
Q1 2023	\$1,778	\$878	\$671	\$811
YOY Change	10.18%	11.42%	-46.15%	-21.15%

