



HYUNDAI MOTOR CORP.: U.S. MARKET PERFORMANCE FOR SECOND QUARTER FY2023

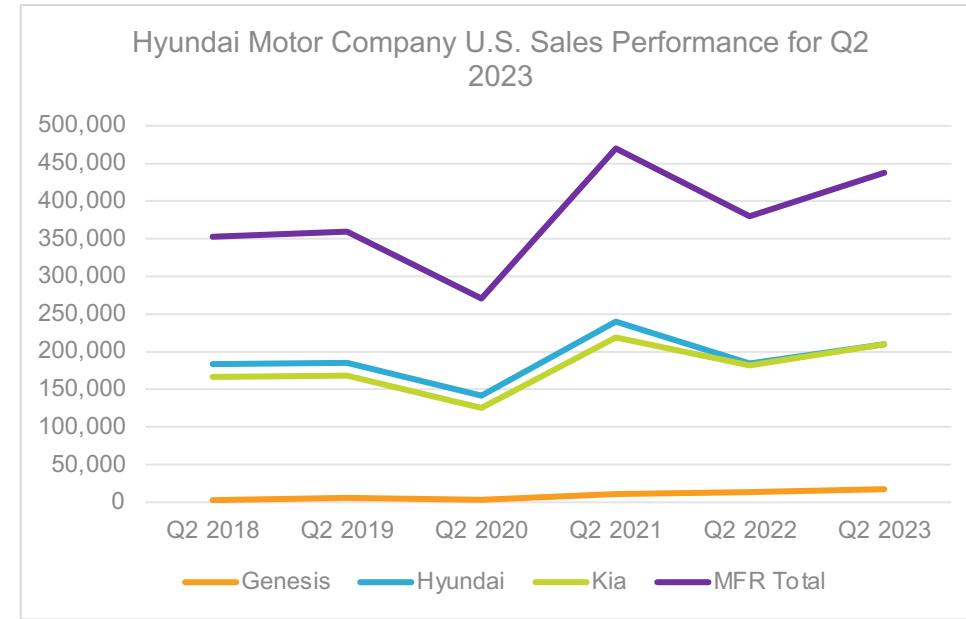


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HYUNDAI MOTOR U.S. SALES PERFORMANCE FOR SECOND QUARTER FY2023



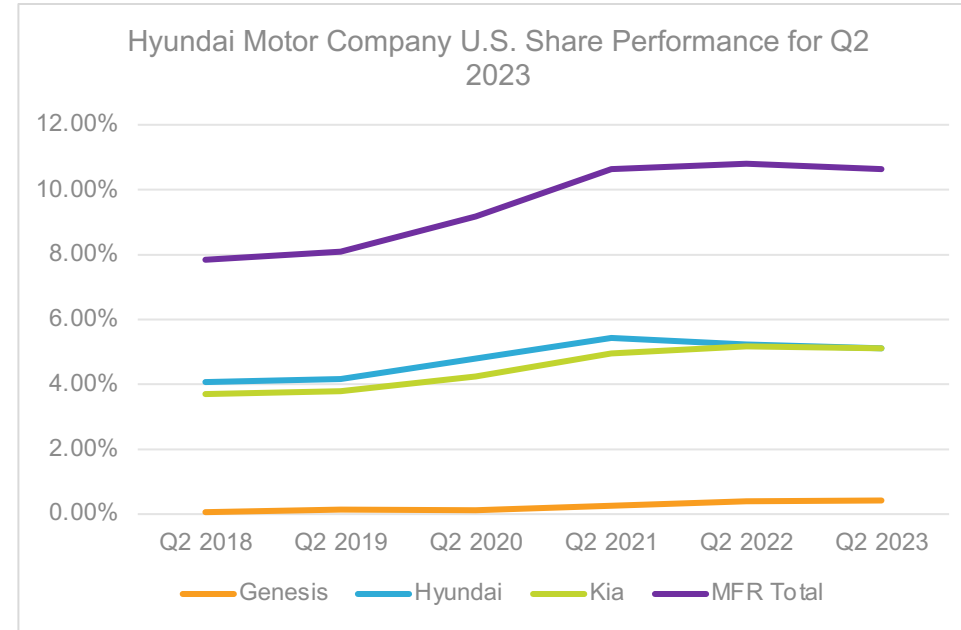
	Genesis	Hyundai	Kia	MFR Total
Q2 2018	2,900	183,271	166,618	352,789
Q2 2019	5,805	185,360	168,248	359,413
Q2 2020	3,585	141,722	125,392	270,699
Q2 2021	11,076	240,005	218,961	470,042
Q2 2022	13,945	184,191	182,146	380,282
Q2 2023	17,465	210,164	210,197	437,826
YOY Change	25%	14%	15%	15%



HYUNDAI MOTOR U.S. SHARE PERFORMANCE FOR SECOND QUARTER FY2023



	Genesis	Hyundai	Kia	MFR Total
Q2 2018	0.06%	4.07%	3.70%	7.84%
Q2 2019	0.13%	4.17%	3.79%	8.09%
Q2 2020	0.12%	4.80%	4.25%	9.18%
Q2 2021	0.25%	5.43%	4.95%	10.63%
Q2 2022	0.40%	5.23%	5.17%	10.80%
Q2 2023	0.42%	5.11%	5.11%	10.64%
Point Change	0.03%	-0.12%	-0.06%	0.16%



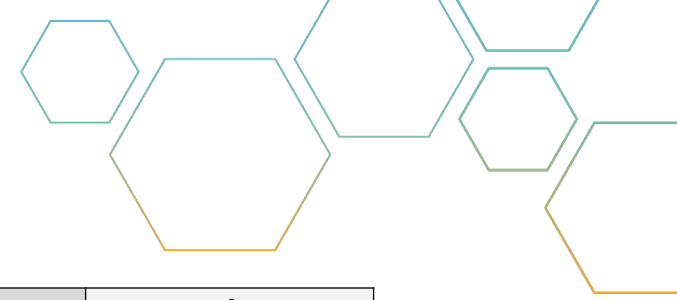
HIGHLIGHTS OF HYUNDAI BRAND U.S. SALES AND PRICES BY MODEL FOR SECOND QUARTER FY2023



	Q2 Sales	YOY Change
Tucson	54,421	23%
Santa Fe	32,616	1%
Elantra	42,265	58%
Palisade	19,845	-12%
Kona	18,705	8%
Santa Cruz	10,743	10%
Ioniq 5	7,905	6%
Ioniq 6	3,023	-

	Q2 ATP	YOY Change
Tucson	\$34,972	-1%
Santa Fe	\$40,229	5%
Elantra	\$26,568	2%
Palisade	\$50,327	3%
Kona	\$29,354	0%
Santa Cruz	\$36,794	0%
Ioniq 5	\$53,618	1%
Ioniq 6	\$51,833	-

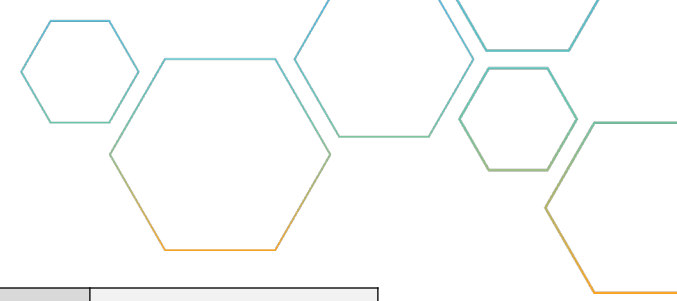
HIGHLIGHTS OF KIA BRAND U.S. SALES AND PRICES BY MODEL FOR SECOND QUARTER FY2023



	Q2 Sales	YOY Change
Sportage	40,205	12%
Forte	31,535	11%
Telluride	28,094	13%
Sorento	22,641	7%
K5	16,609	-5%
EV6	4,936	-32%

	Q2 ATP	YOY Change
Sportage	\$35,567	8%
Forte	\$24,488	-2%
Telluride	\$50,173	3%
Sorento	\$42,201	-1%
K5	\$32,337	1%
EV6	\$56,000	-2%

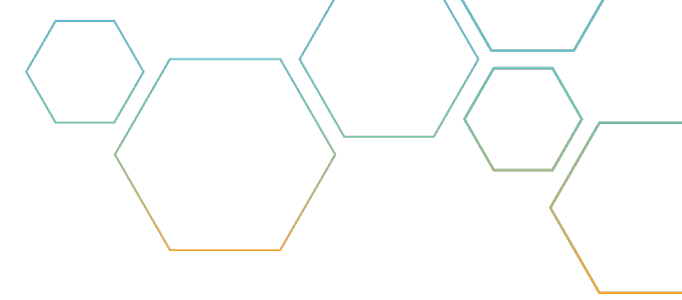
HIGHLIGHTS OF GENESIS BRAND U.S. SALES AND PRICES BY MODEL FOR SECOND QUARTER FY2023



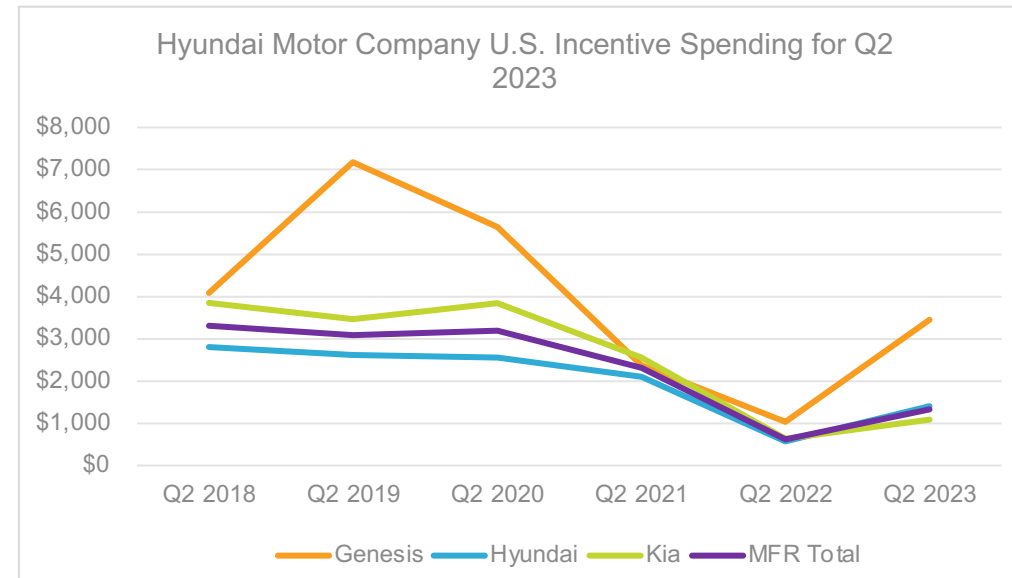
	Q2 Sales	YOY Change
GV80	4,316	-1%
GV70	6,492	55%
G70	3,648	-6%
G80	1,854	65%

	Q2 ATP	YOY Change
GV80	\$74,187	7%
GV70	\$57,504	5%
G70	\$50,211	7%
G80	\$67,837	16%

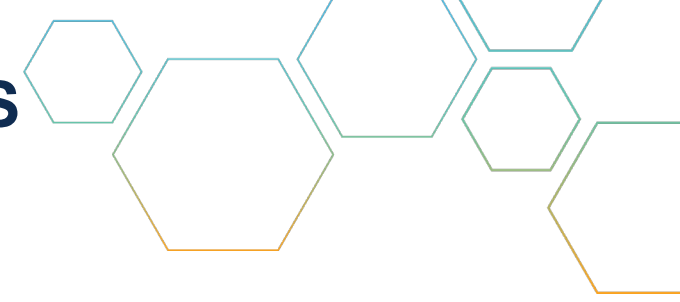
HYUNDAI MOTOR U.S. INCENTIVE SPENDING FOR SECOND QUARTER FY2023



	Genesis	Hyundai	Kia	MFR Total
Q2 2018	\$4,091	\$2,803	\$3,848	\$3,307
Q2 2019	\$7,178	\$2,609	\$3,471	\$3,086
Q2 2020	\$5,650	\$2,548	\$3,842	\$3,188
Q2 2021	\$2,375	\$2,101	\$2,548	\$2,316
Q2 2022	\$1,033	\$571	\$634	\$618
Q2 2023	\$3,454	\$1,402	\$1,082	\$1,330
YOY Change	234%	145%	71%	115%



HYUNDAI MOTOR U.S. AVERAGE TRANSACTION PRICES FOR SECOND FIRST QUARTER FY2023



	Genesis	Hyundai	Kia	MFR Total
Q2 2018	\$53,181	\$24,956	\$26,132	\$25,743
Q2 2019	\$48,052	\$25,502	\$27,366	\$26,739
Q2 2020	\$48,303	\$29,263	\$28,050	\$28,953
Q2 2021	\$58,834	\$30,197	\$30,942	\$31,219
Q2 2022	\$57,884	\$35,546	\$35,067	\$36,136
Q2 2023	\$62,340	\$35,507	\$35,373	\$36,513
YOY Change	8%	0%	1%	1%

