

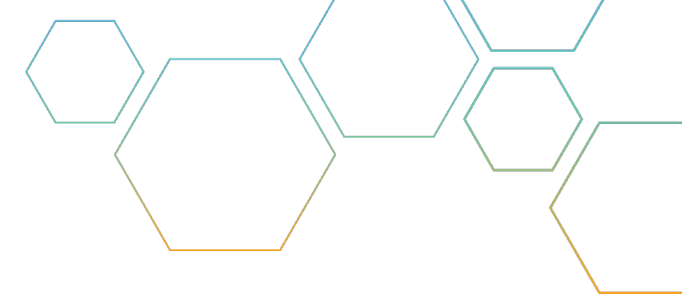


HYUNDAI MOTOR CORP.: U.S. MARKET PERFORMANCE FOR THIRD QUARTER FY2023

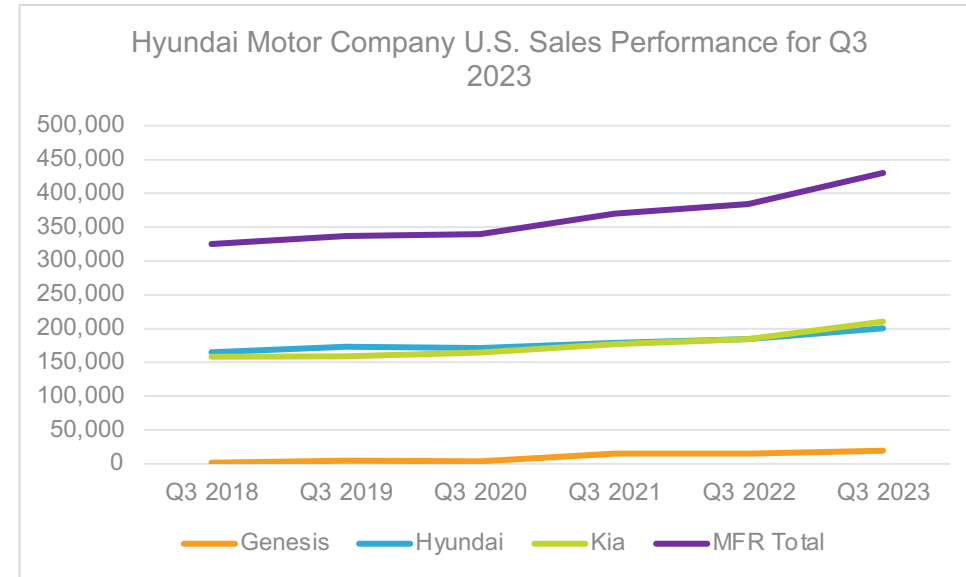


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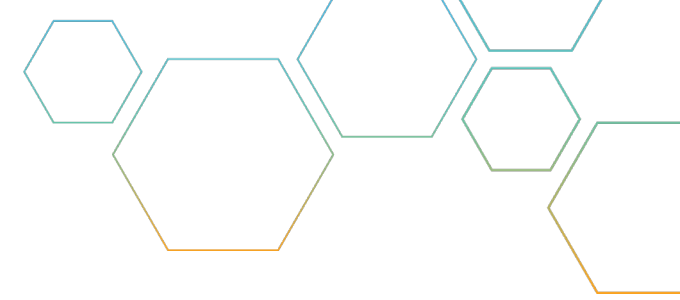
HYUNDAI MOTOR U.S. SALES PERFORMANCE FOR THIRD QUARTER FY2023



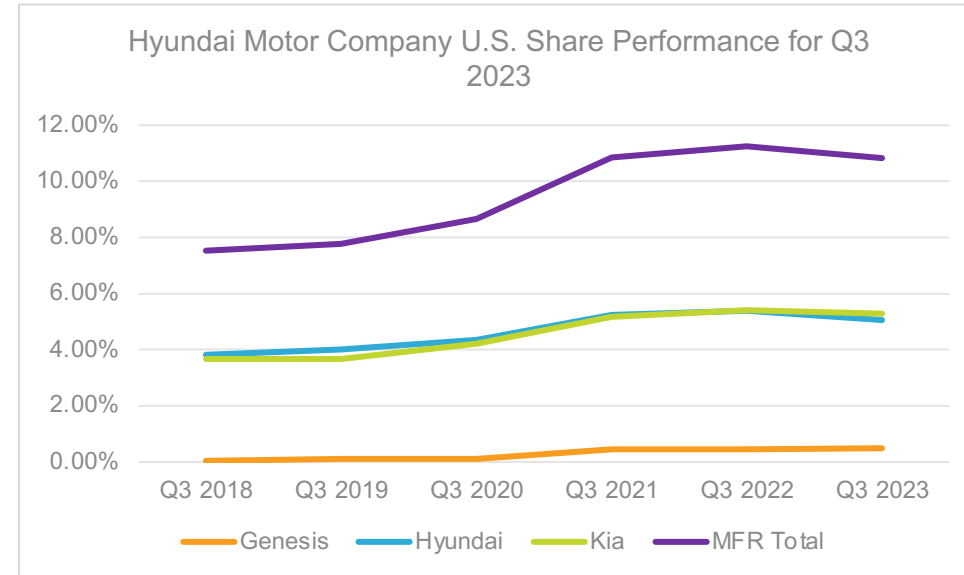
	Genesis	Hyundai	Kia	MFR Total
Q3 2018	1,647	165,006	158,479	325,132
Q3 2019	4,902	173,028	158,754	336,684
Q3 2020	3,745	170,828	165,013	339,586
Q3 2021	15,022	178,500	177,014	370,536
Q3 2022	15,212	184,431	184,808	384,451
Q3 2023	19,427	200,534	210,341	430,302
YOY Change	28%	9%	14%	12%



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



	Genesis	Hyundai	Kia	MFR Total
Q3 2018	0.04%	3.82%	3.67%	7.53%
Q3 2019	0.11%	4.00%	3.67%	7.78%
Q3 2020	0.10%	4.36%	4.21%	8.67%
Q3 2021	0.44%	5.23%	5.18%	10.85%
Q3 2022	0.44%	5.39%	5.41%	11.25%
Q3 2023	0.49%	5.05%	5.29%	10.83%
Point Change	0.04%	-0.35%	-0.11%	-0.42%



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



	Q3 Sales	YOY Change
Tucson	52,589	27%
Santa Fe	35,020	24%
Elantra	32,565	-12%
Palisade	19,410	-4%
Kona	18,593	44%
Santa Cruz	9,033	5%
Ioniq 5	11,605	143%
Ioniq 6	5,073	-

	Q3 ATP	YOY Change
Tucson	\$35,412	0%
Santa Fe	\$39,517	0%
Elantra	\$26,303	-3%
Palisade	\$51,135	2%
Kona	\$28,805	-4%
Santa Cruz	\$37,698	1%
Ioniq 5	\$53,314	-2%
Ioniq 6	\$50,816	-
Hyundai brand overall	\$36,584	5%

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



	Q3 Sales	YOY Change
Sportage	35,695	-5%
Forte	33,074	9%
Telluride	28,697	13%
Sorento	24,819	-3%
K5	18,697	2%
EV6	6,470	30%

	Q3 ATP	YOY Change
Sportage	\$35,335	-3%
Forte	\$23,971	-4%
Telluride	\$50,207	3%
Sorento	\$41,414	-2%
K5	\$32,066	-2%
EV6	\$55,310	-3%
Kia brand overall	\$35,607	0%

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



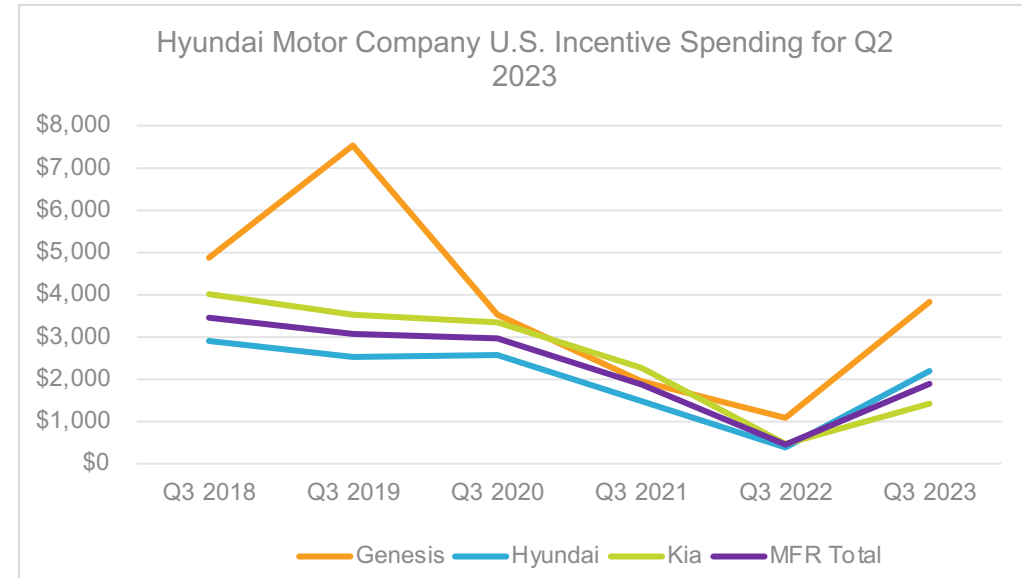
	Q3 Sales	YOY Change
GV80	5,428	8%
GV70	6,970	40%
G70	4,455	40%
G80	1,357	36%

	Q3 ATP	YOY Change
GV80	\$74,187	7%
GV70	\$57,504	5%
G70	\$50,211	7%
G80	\$67,837	16%
Genesis brand overall	\$61,977	1%

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



	Genesis	Hyundai	Kia	MFR Total
Q3 2018	\$4,867	\$2,905	\$4,012	\$3,455
Q3 2019	\$7,530	\$2,534	\$3,521	\$3,072
Q3 2020	\$3,519	\$2,571	\$3,348	\$2,959
Q3 2021	\$1,954	\$1,483	\$2,272	\$1,879
Q3 2022	\$1,085	\$385	\$469	\$453
Q3 2023	\$3,826	\$2,198	\$1,417	\$1,890
YOY Change	253%	472%	202%	317%



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



	Genesis	Hyundai	Kia	MFR Total
Q3 2018	\$52,961	\$24,940	\$26,303	\$25,746
Q3 2019	\$49,195	\$26,879	\$28,011	\$27,738
Q3 2020	\$47,084	\$29,446	\$28,914	\$29,382
Q3 2021	\$59,621	\$32,378	\$31,963	\$33,284
Q3 2022	\$61,544	\$34,843	\$35,618	\$36,272
Q3 2023	\$61,977	\$36,584	\$35,607	\$37,253
YOY Change	1%	5%	0%	3%

