



# **HYUNDAI MOTOR GROUP: U.S. MARKET PERFORMANCE FOR FOURTH QUARTER 2023**

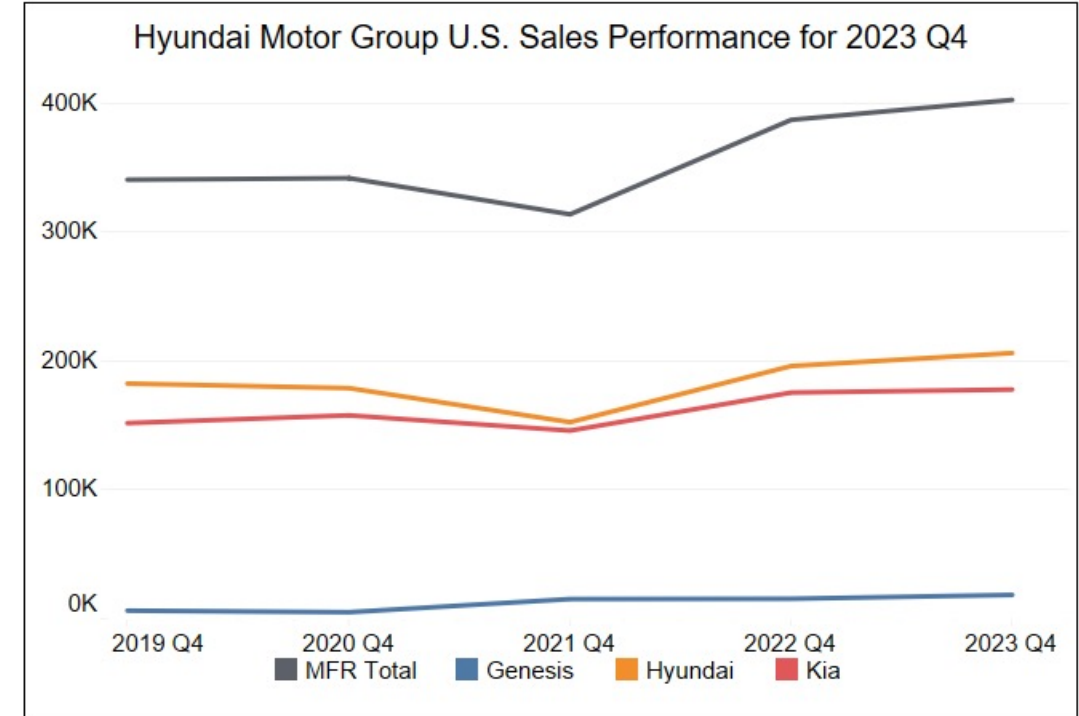


COX AUTOMOTIVE

# HYUNDAI MOTOR U.S. SALES PERFORMANCE FOR FOURTH QUARTER 2023



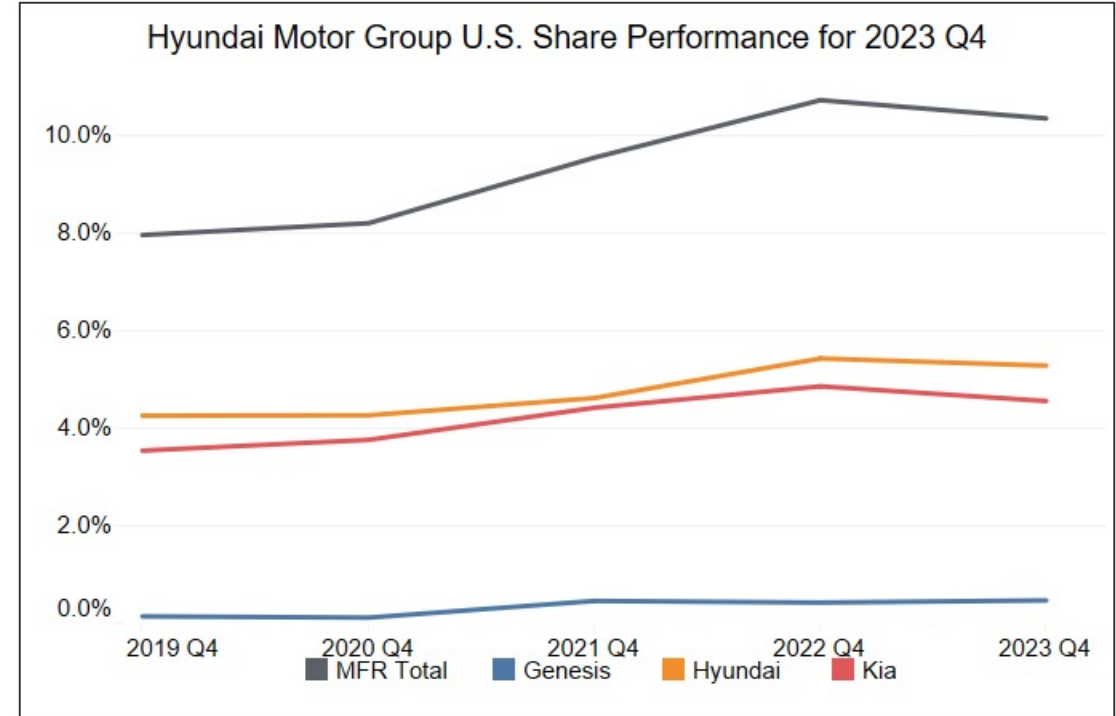
	Genesis	Hyundai	Kia	MFR Total
2019 Q4	6,327	182,415	151,740	340,482
2020 Q4	5,099	178,844	157,755	341,698
2021 Q4	15,301	152,446	145,891	313,638
2022 Q4	15,530	195,967	175,401	386,898
2023 Q4	18,514	206,048	177,777	402,339
YOY Change	19.2%	5.1%	1.4%	4.0%



# HYUNDAI MOTOR U.S. SALES PERFORMANCE FOR FOURTH QUARTER 2023



	Genesis	Hyundai	Kia	MFR Total
2019 Q4	0.15%	4.26%	3.54%	7.94%
2020 Q4	0.12%	4.26%	3.76%	8.15%
2021 Q4	0.46%	4.62%	4.42%	9.50%
2022 Q4	0.43%	5.43%	4.86%	10.71%
2023 Q4	0.47%	5.28%	4.56%	10.31%
YOY Change	0.04	-0.15	-0.30	-0.40



# HIGHLIGHTS OF HYUNDAI BRAND U.S. SALES AND PRICES BY MODEL FOR FOURTH QUARTER 2023



	Q4 Sales	YOY Change
Hyundai Tucson	56,444	13.6%
Hyundai Santa Fe	35,412	5.8%
Hyundai Elantra	26,846	-14.3%
Hyundai Palisade	30,652	61.9%
Hyundai Kona	22,598	23.4%
Hyundai Sonata	8,003	-59.8%
Hyundai Santa Cruz	7,592	-21.5%
Hyundai Ioniq 5	8,612	91.8%
Hyundai Venue	5,140	-31.4%
Hyundai Ioniq 6	4,681	
Hyundai Nexo	68	7.9%

	Q4 ATP	YOY Change
Hyundai Tucson	\$35,363	0.7%
Hyundai Santa Fe	\$39,067	-1.6%
Hyundai Elantra	\$26,532	-0.4%
Hyundai Palisade	\$50,721	0.5%
Hyundai Kona	\$29,967	1.5%
Hyundai Sonata	\$32,629	1.7%
Hyundai Santa Cruz	\$37,330	-0.5%
Hyundai Ioniq 5	\$52,872	-3.7%
Hyundai Venue	\$24,188	2.5%
Hyundai Ioniq 6	\$50,236	
Hyundai Nexo	\$61,482	9.8%
<b>Brand Overall</b>	<b>\$37,308</b>	<b>5.6%</b>

# HIGHLIGHTS OF KIA BRAND U.S. SALES AND PRICES BY MODEL FOR FOURTH QUARTER 2023



	Q4 Sales	YOY Change
Kia Sportage	33,196	-6.5%
Kia Forte	28,818	9.3%
Kia Telluride	26,784	-2.9%
Kia Sorento	20,999	-3.7%
Kia K5	15,178	19.2%
Kia Seltos	12,994	-4.0%
Kia Soul	11,192	-16.3%
Kia Niro	7,215	-28.1%
Kia Carnival	10,514	188.4%
Kia Rio	5,608	-16.5%
Kia EV6	4,081	39.1%
Kia Stinger	80	-93.1%
Kia EV9	1,118	

	Q4 ATP	YOY Change
Kia Sportage	\$35,118	-1.8%
Kia Forte	\$23,705	-2.5%
Kia Telluride	\$49,554	0.3%
Kia Sorento	\$40,675	-2.7%
Kia K5	\$31,913	-1.7%
Kia Seltos	\$29,591	5.3%
Kia Soul	\$24,570	-0.6%
Kia Niro	\$35,901	1.3%
Kia Carnival	\$42,951	-0.7%
Kia Rio	\$19,676	-3.5%
Kia EV6	\$54,973	-3.6%
Kia Stinger	\$43,681	-16.1%
Kia EV9	\$71,868	
<b>Brand Overall</b>	<b>\$35,456</b>	<b>0.5%</b>

# HIGHLIGHTS OF GENESIS BRAND U.S. SALES AND PRICES BY MODEL FOR FOURTH QUARTER 2023



	Q4 Sales	YOY Change
Genesis GV70	7,218	23.7%
Genesis GV80	6,014	22.7%
Genesis G70	2,563	-5.0%
Genesis G80	1,214	4.6%
Genesis GV60	1,182	114.9%
Genesis G90	323	-16.3%

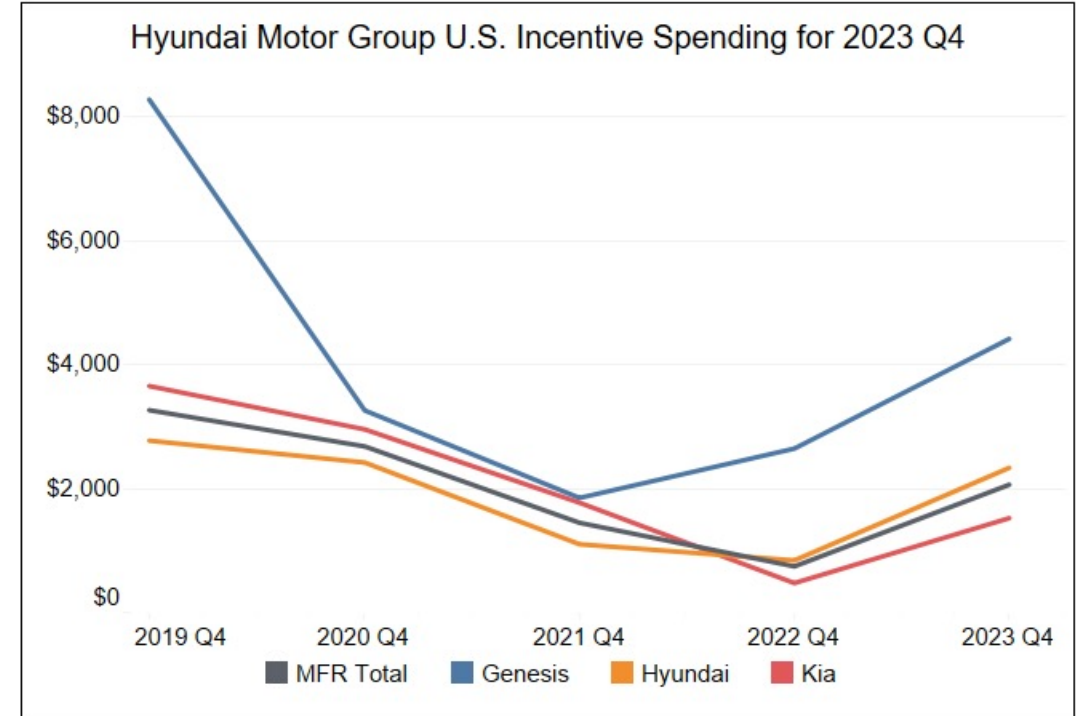
	Q4 ATP	YOY Change
Genesis GV70	\$57,722	0.9%
Genesis GV80	\$74,268	2.0%
Genesis G70	\$49,142	-0.9%
Genesis G80	\$67,637	3.6%
Genesis GV60	\$63,054	-9.3%
Genesis G90	\$98,092	-0.4%
<b>Brand Overall</b>	<b>\$63,604</b>	<b>1.2%</b>



# HYUNDAI MOTOR U.S. INCENTIVE SPENDING FOR FOURTH QUARTER 2023



	Genesis	Hyundai	Kia	MFR Total
2019 Q4	\$8,281	\$2,773	\$3,655	\$3,269
2020 Q4	\$3,261	\$2,420	\$2,955	\$2,680
2021 Q4	\$1,848	\$1,099	\$1,770	\$1,448
2022 Q4	\$2,645	\$839	\$472	\$746
2023 Q4	\$4,416	\$2,334	\$1,521	\$2,071
YOY Change	67.0%	178.0%	222.0%	177.8%



# HYUNDAI MOTOR U.S. AVERAGE TRANSACTION PRICES FOR FOURTH QUARTER 2024



	Genesis	Hyundai	Kia	MFR Total
2019 Q4	\$52,295	\$24,988	\$25,681	\$25,414
2020 Q4	\$48,903	\$27,193	\$28,897	\$28,356
2021 Q4	\$56,720	\$29,443	\$30,150	\$30,176
2022 Q4	\$59,385	\$34,117	\$33,898	\$35,248
2023 Q4	\$62,860	\$35,133	\$35,277	\$36,311
YOY Change	\$63,604	\$37,308	\$35,456	\$37,700

