

## Keep your eye on the gorilla in the room



There's a new gorilla in the room, and it isn't named Toyota.

After checking out the latest Initial Quality Study from J.D. Power, I was most impressed by Hyundai's fourth-place finish among the nation's brands. Hyundai generated 95 problems per hundred vehicles during the first 90 days of ownership.

**Only Lexus, Cadillac and Porsche performed better.**

**Three years ago, Hyundai shocked everyone with its third-place finish. Quality-wise, they are here to stay.** So how does that make them a gorilla? They're an off-brand. **They offer lots of value at a discount, and now they're making a successful foray into the near-luxury realm with the Genesis sedan and coupe.**

By the way, **Genesis was one of three newly introduced nameplates that scored well in its first year.** (The other two strong launches were the Toyota Venza and Volkswagen CC).

And Hyundai hasn't lost its focus on entry-level vehicles. **In the subcompact category, the Hyundai Accent finished just behind the top-ranked Toyota Yaris. And the top-quality compact car was the Elantra sedan, which finished ahead of the Toyota Prius and Honda Civic.**

**This year, Hyundai has relentlessly gained market share; its sales overtook Nissan in April. Even though Nissan regained its lead in May, it's only a matter of time before Hyundai comes back.**

The U.S. market used to be a tidy little club. General Motors, Toyota, Ford, Chrysler, Honda and Nissan formed the Big Six, and everyone else was an also-ran. **No longer. Hyundai won't go away.**