



Draft for Review

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HYUNDAI TAKES THE LEAD AS THE MOST FUEL-EFFICIENT AUTOMAKER IN AMERICA

FOUNTAIN VALLEY, Calif., Dec. 1, 2009 – One year after promising to become the leading manufacturer in fuel economy, Hyundai delivered by topping the latest U.S. Environmental Protection Agency fuel economy report. Hyundai passed all major manufacturers in Corporate Average Fuel Economy (CAFE) including traditional leaders like Honda and Toyota. The report demonstrates the effectiveness of Hyundai’s value-driven fuel-efficiency strategy, which focuses on the intelligent application of cost-effective technologies. The report also substantiates Hyundai’s leadership in the race to achieve the government-mandated 2016 CAFE standard of 35.5 miles per gallon.

The EPA 2009 Light-Duty Automotive Technology and Fuel Economy Trends Report indicates that Hyundai has the highest MY 2009 laboratory 55/45 fuel economy with 30.1 miles per gallon (mpg). Hyundai is also the only automaker¹ to top 30 mpg in the report.

Environmental Protection Agency Fuel Economy Reports²

Group	Fuel Economy (mpg)
	MY 2009 EPA Lab 55/45* (projected)
Manufacturer**	Overall (Cars/Trucks)
Hyundai	30.1
Honda	29.7
Volkswagen	29.6
Toyota	29.4
Kia	28.0
Nissan	27.2
BMW	26.9
Ford	25.7
General Motors	24.5
Chrysler	23.2

* from EPA Table 28 (<http://www.epa.gov/otaq/cert/mpg/fetrends/fullreport-tables-nov2009.xls>) – MY 2009 EPA Laboratory 55/45 Fuel Economy by Manufacturer (55%city 45% highway weighted metric)

**Include ten highest-volume manufacturers

¹ Car and truck combined

² Numbers in the MY 2009 EPA Laboratory 55/45 Fuel Economy by Manufacturer table are projected based on initial sales targets provided by manufacturers.

“Our thoughtful application cost-effective, fuel-efficient technologies has helped us achieve our goal of leading the industry in fuel economy ahead of schedule,” said John Krafcik, president and CEO, Hyundai Motor America. “Now we hope to extend that leadership with the launch of our new direct injection, turbocharging and lithium-polymer hybrid technologies, all of which will be a part of the 2011 Sonata lineup launching early next year.”

Hyundai is aligning global R&D resources at its engineering centers in California, Michigan, Korea, India and Germany to develop the Blue Drive technologies needed to achieve fuel efficiency goals. Under the Hyundai Blue Drive strategy, technologies such as direct injection, turbo-charging, hybrid drive systems and a number of others will all play larger roles in powering future models to offer consumers lower emissions, enhanced performance and more miles per gallon.

HYUNDAI MOTOR AMERICA

Hyundai Motor America, headquartered in Fountain Valley, Calif., is a subsidiary of Hyundai Motor Co. of Korea. Hyundai vehicles are distributed throughout the United States by Hyundai Motor America and are sold and serviced through more than 790 dealerships nationwide.

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