

# Hyundai Motor Company

## Sales Outlook for Domestic market in 2019

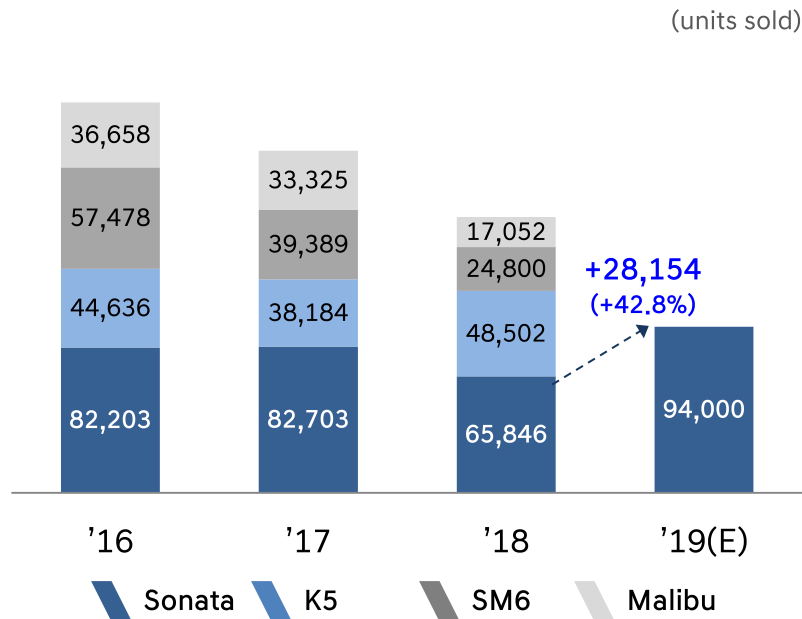
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April 24<sup>th</sup>, 2019

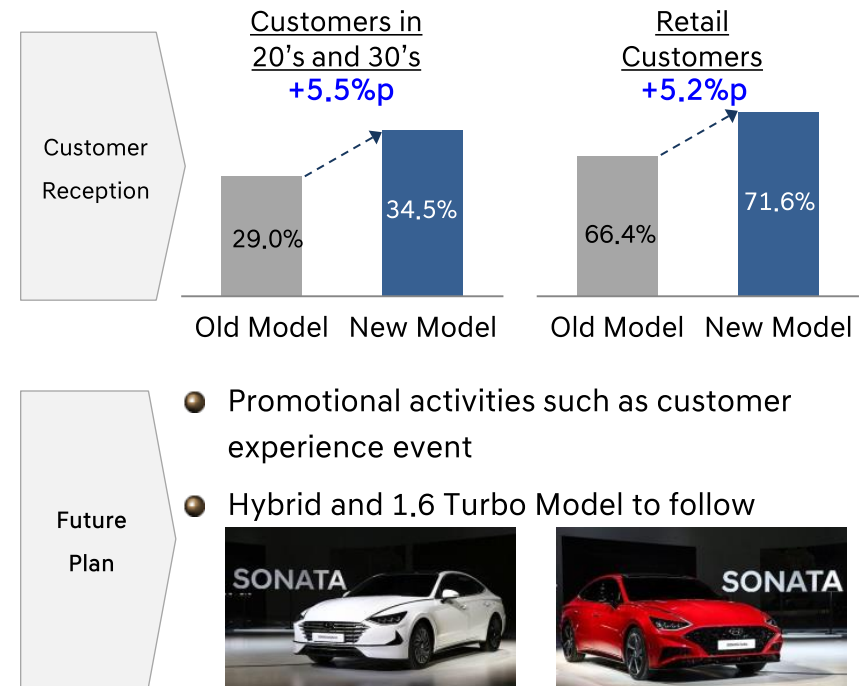


# New Model Sales Analysis : Sonata

## Sales Analysis



## Customer Reception and Future Plan



▷ 12k units of pre-orders (March 11<sup>th</sup> - 20<sup>th</sup>)

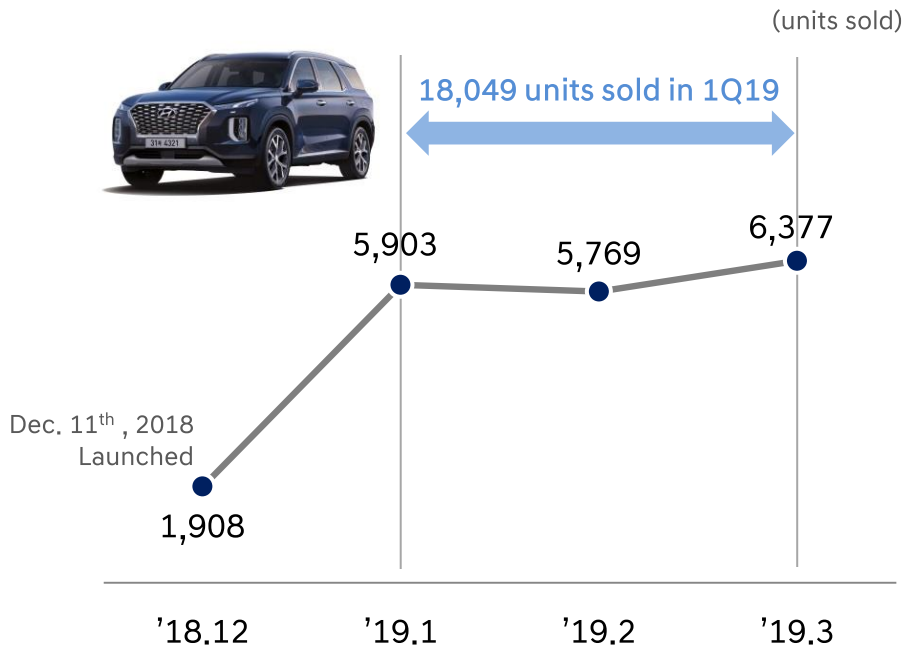
▷ Annual sales target of 94k units (+39.7% yoy)  
- New Model 70k (including HEV/Turbo) + Old Model 24k

▷ Innovative design / State of the art technology / 3<sup>rd</sup> gen. power train all positively received by customers

▷ Launching Hybrid & 1.6 Turbo model in 2<sup>nd</sup> half  
- 10% or more better fuel efficiency for hybrid model  
- 8-speed automatic transmission for 1.6 Turbo model

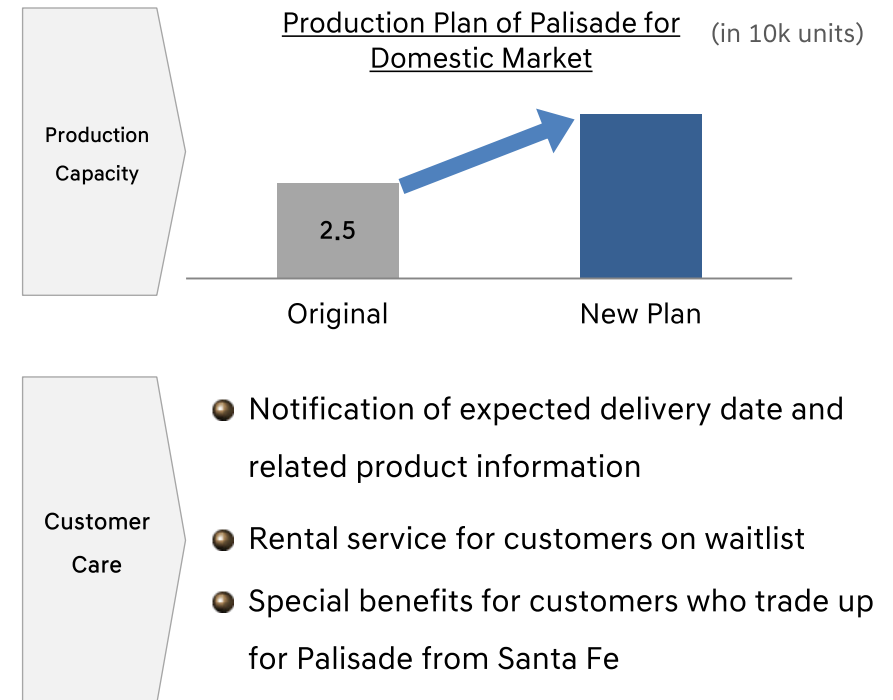
# New Model Sales Analysis : Palisade

## Sales Analysis



- ▷ Maximum spatiality and excellent marketability in respective segment leading to stable new orders
- ▷ Maximize delivery to domestic customers before exporting to North America

## Future Plan




- ▷ Reducing delivery date by increasing production capacity
- ▷ Special care program to prevent pre-order cancellation


# New Model Launch Plan in 2019

## Hyundai Brand


Palisade




Santa Fe



Tucson




Kona



+

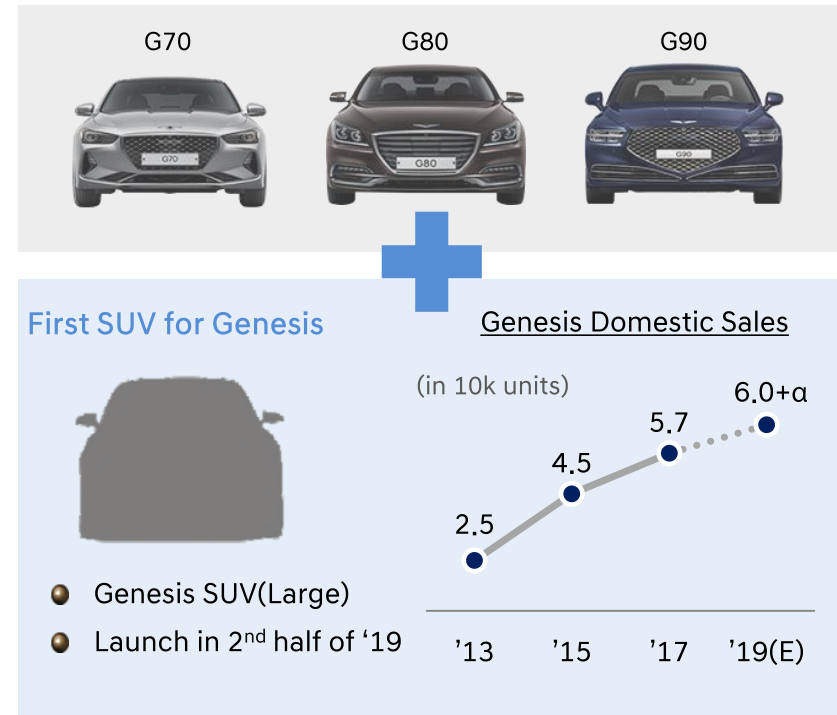
Venue



- 'VENUE' for special occasion and activities
- Launching in 2<sup>nd</sup> half of '19 in domestic market  
First revealed in New York Auto Show Apr. 17<sup>th</sup> 2019

- ▷ Targeting millennial generation, first car buyers, as primary customers
- ▷ Leading trend with polished design and spacious multi-purpose interior

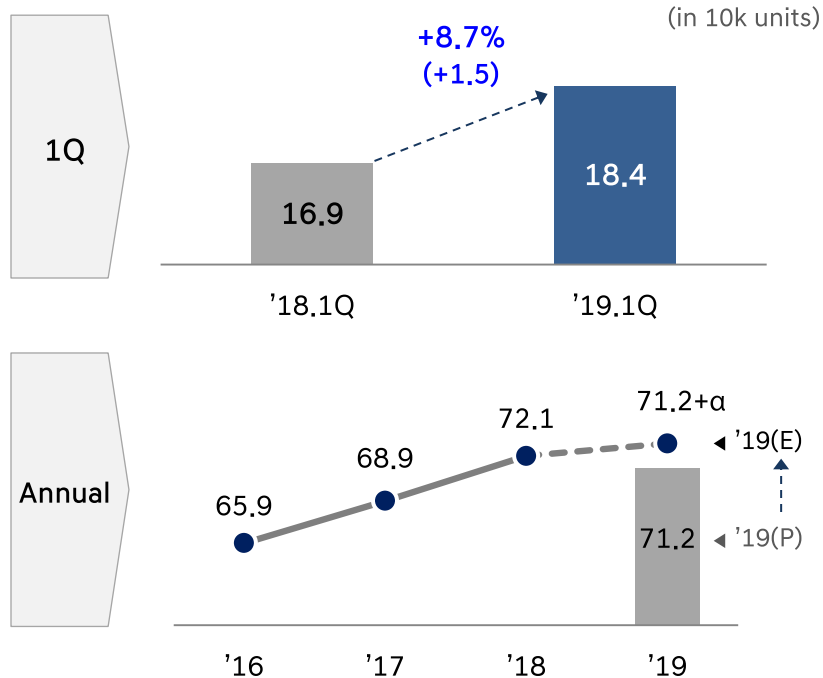
## Genesis Brand



- ▷ Line-up expansion through Genesis SUV
- ▷ Stronger brand presence for Genesis with differentiated customer experience

# Annual Sales Plan for 2019

## Sales Outlook



- ▷ Palisade new launch effect and strong SUV sales in 1Q 19
- ▷ Estimated to beat original 2019 sales target, even with possible uncertainties in 2<sup>nd</sup> half

## Domestic Sales Strategy

