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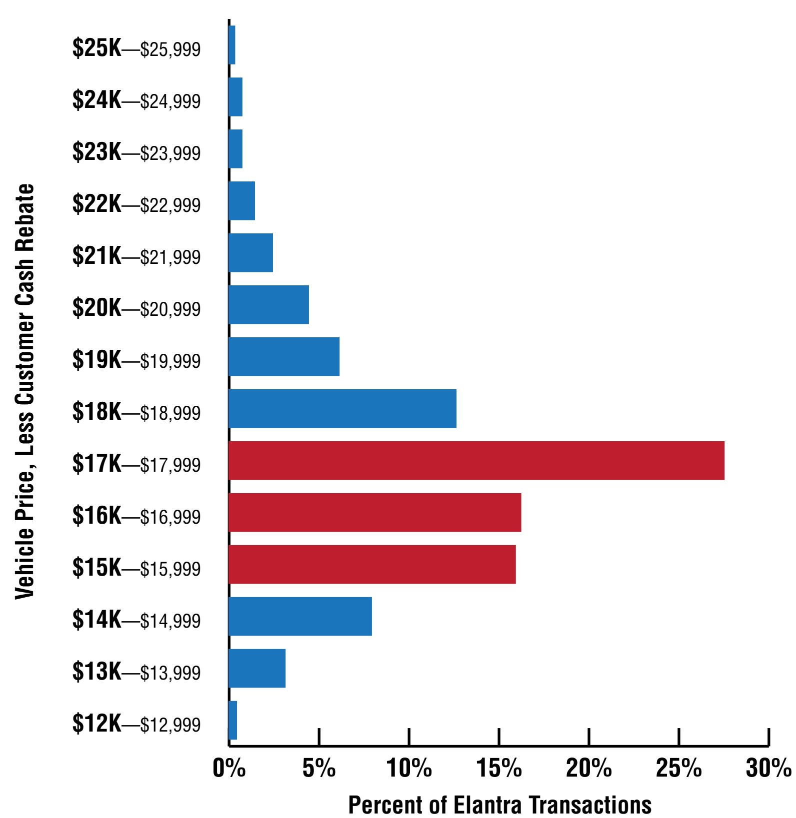
The Secrets of Hyundai Auto Canada's Sales Success

How to explain Hyundai's continuous monthly double digit sales growth in 2009? According to John Vernile, Hyundai Auto Canada's vice president of sales and marketing, "It is the result of an automotive company providing what people want at the price they can afford, topped off with award-winning quality and gorgeous design."

To give credence to that statement, Hyundai was the highest-ranked non-luxury brand and ranked fourth overall in the *J.D. Power and Associates 2009 Initial Quality Study*SM *(IQS)*, and the Hyundai Genesis was ranked the most appealing midsize premium car in the *J.D. Power and Associates 2009 Automotive Performance, Execution and Layout (APEAL) Study.*SM In addition, the Genesis was chosen as the 2009 Canadian Car of the Year by the Automotive Journalists Association of Canada (AJAC).

Histogram—PIN Vehicle Price Less Customer Cash Rebate

2009 Model Year Hyundai Elantra Sedan



Source: Power Information Network (PIN), May 1, 2009—August 9, 2009

Figure 1

The Elantra also plays a significant role in Hyundai's success, as this model's sales were up more than 122% for the first 7 months of this year, with a total volume of 18,009 units. The vehicle price histogram (Figure 1) clearly highlights the Elantra's affordability in the compact car segment, as the majority of Elantra transactions were in the $15,000—$17,999 transaction price range.

The top 10 Hyundai customer trade-ins (Figure 2) are dominated by the Detroit 3 brands, illustrating that Hyundai is attracting previous owners of Ford, Chevrolet and Pontiac models. Japanese brands occupy four positions on this list, led by Honda.

Top 10 Brands Traded In by Hyundai Purchasers

Trade Nameplate	Percent of Total—Source by Nameplate
Hyundai	33.1%
Ford	8.2%
Chevrolet	8.2%
Pontiac	6.6%
Honda	6.1%
Toyota	5.4%
Mazda	5.4%
Dodge	4.5%
Nissan	3.3%
Chrysler	3.3%

Source: Power Information Network (PIN), January 1, 2009—August 9, 2009
Note: Lease returns not included

Figure 2