

**2012 Saudi Arabia Best Cost of Servicing Award:
Overall Best Cost of Servicing Brand in Segment B is Hyundai Motor Company, Saudi Arabia**

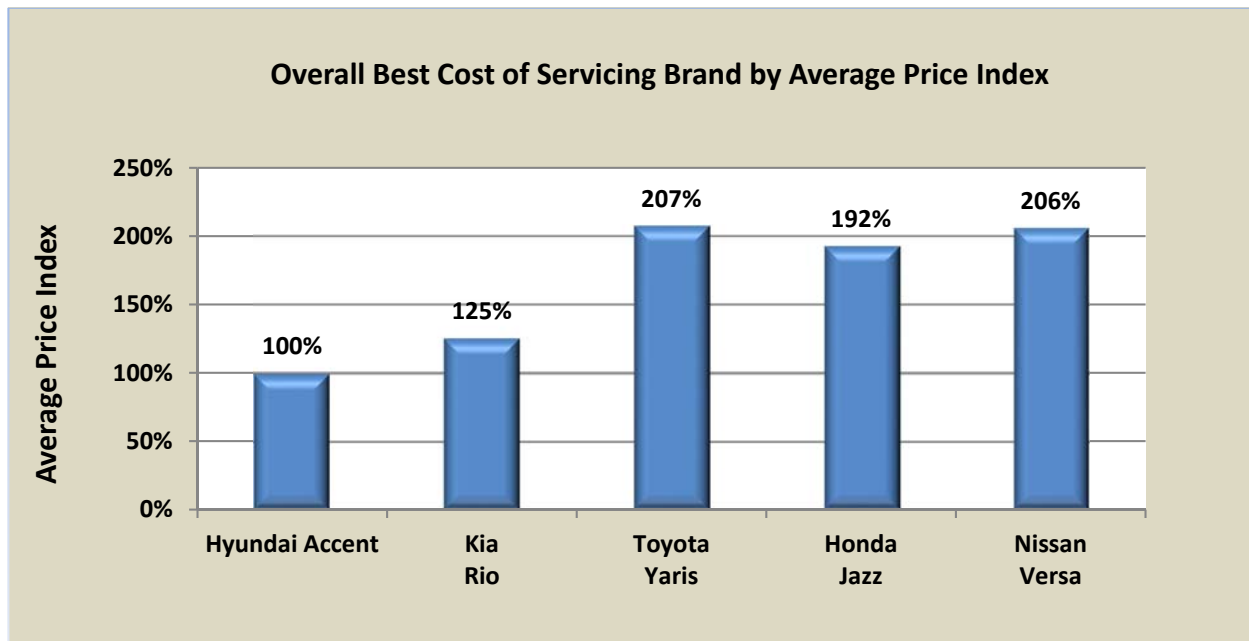
On the basis of Frost & Sullivan’s independent research, *2012 Saudi Arabia Best Cost of Servicing Award*, **Hyundai Motor Company, Saudi Arabia** emerges as the best Vehicle Manufacturer in Segment B among surveyed vehicle dealerships. Thus, Hyundai Motor Company, Saudi Arabia is recognized as the “Overall Best Cost of Servicing Brand in Segment B” in the competitive GCC automotive market.



Survey Results

Hyundai Motor Company, Saudi Arabia Outranks its Nearest Competitors as the Least Cost of Servicing Brand!

As seen in the below chart, Hyundai Accent was compared on one on one basis with its competitor models in B Segment. Hyundai Accent’s total cost of service was made the base for comparison (100%) and compared with other models. On the basis of its least average price index Hyundai Motor Company, Saudi Arabia is selected as the recipient of Frost & Sullivan’s 2012 “Overall Best Cost of Service Brand in Segment B” as per the choice of Saudi Arabia customers and dealerships.



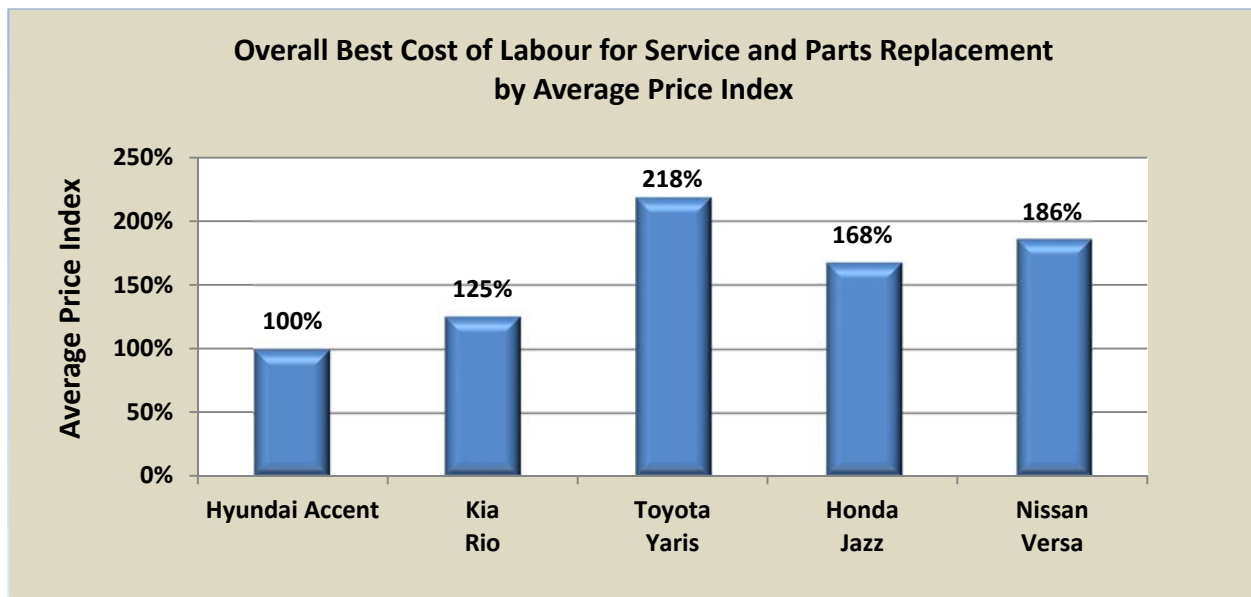
Source: Frost & Sullivan

Note: Average Price Index are computed by comparing the award recipient’s cost on a one on one basis with its competitors. Having kept the award recipient score as the base, the competitors cost of services are compared and the least percentage provides the least cost of service.

Survey Results (Continued)

Hyundai Motors Company, Saudi Arabia Outranks the Nearest Competitor for Best Labour Cost for Service and Parts Replacement!

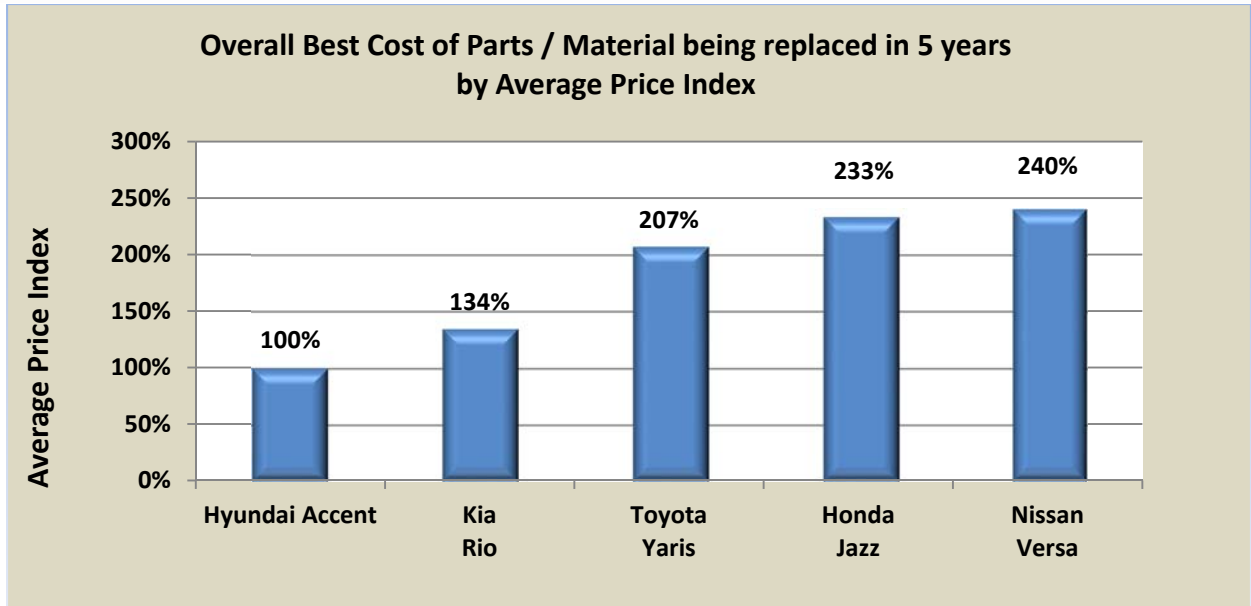
As seen in the below chart, the labour cost of Kia Rio, Honda Jazz, Nissan Versa and Toyota Yaris are 25%, 68%, 86% and 118%, respectively more than Hyundai Accent. The total labour cost of service and parts replacement is the sum of periodic maintenance labour cost for every service in 5 years and the labour cost for the parts replaced in 5 years. The periodic maintenance value of Hyundai Accent, Kia Rio, Honda Jazz, Toyota Yaris and Nissan Tiida are 175, 210, 230, 700 and 190 Riyal respectively, where Hyundai has the least periodic maintenance labour cost of all its competitors. The periodic maintenance labour cost for 5 years includes the labour charges for replacing engine oil, oil filter, air filter, fuel filter, engine coolant and brake fluid and the frequency of replacement depends on their replacement cycle in 5 years.



Source: Frost & Sullivan

Hyundai Motor Company, Saudi Arabia Outranks the Nearest Competitor for Best Parts / Material Cost!

As seen in the below chart, the Parts cost of Kia Rio, Honda Jazz, Nissan Versa and Toyota Yaris are 34%, 133%, 140% and 107%, respectively more than Hyundai Accent. The total parts cost is the summation of all the parts that are prone to worn-out and get replaced in 5 years based on their replacement cycle.



Source: Frost & Sullivan

Survey Results (Continued)

Table 1.1. Replacement Period of Parts being considered for replacement in 5 years of New Vehicle ownership

Vehicle Manufacturers recommended replacement period		Hyundai Accent	Kia Rio	Toyota Yaris	Honda Jazz	Nissan Tiida
Bulb-Halogen	Year	2	2	2	2	2
Plug Assy-Spark	Km	40,000	40,000	40,000	40,000	40,000
Belt-Valve Timing	Km	60,000	50,000	60,000	60,000	60,000
Tensioner Assy-Vlv Timing Belt	Km	80,000	50,000	60,000	60,000	60,000
Pump Assy-Coolent	Km	60,000	50,000	60,000	60,000	60,000
V-Ribbed Belt	Km	25,000	20,000	25,000	25,000	25,000
Filter Assy-Engine Oil	Km	10,000	10,000	10,000	10,000	10,000
Coil Assy-Ignition	Km	40,000	40,000	40,000	40,000	40,000
Filter-Air Cleaner	Km	20,000	20,000	20,000	20,000	20,000
Filter Assy-Fuel	Km	80,000	80,000	80,000	80,000	1,00,000
Pad Kit-Fr Disc Brake	Km	30,000	30,000	30,000	30,000	30,000
Pad Kit-Rr Disc Brake	Km	40,000	40,000	40,000	40,000	40,000
Blade-W/Shld Wiper	Years	2	2	2	2	2
Bearing - Front Wheel	Km	50,000	50,000	50,000	50,000	50,000
Brake Fluid	Km	20,000	20,000	20,000	20,000	25,000
Engine Coolant	Km	40,000	40,000	35,000	40,000	40,000
Engine Oil	km	5,000	5,000	5,000	5,000	5,000

Source: Frost & Sullivan

Table 1.2. Price of Parts (In Riyal) being considered for replacement in 5 years of New Vehicle ownership

Vehicle Manufacturers recommended replacement period	Hyundai Accent	Kia Rio	Toyota Yaris	Honda Jazz	Nissan Tiida
Bulb-Halogen	38	55	102	120	121
Plug Assy-Spark	11	14	26	81	55
Belt-Valve Timing	110	126	187	187	140
Pump Assy-Coolent	167	301	321	343	241
V-Ribbed Belt	27	41	55	125	184
Filter Assy-Engine Oil	15	15	29	30	27
Coil Assy-Ignition	230	314	375	395	350
Filter-Air Cleaner	20	26	139	109	86
Filter Assy-Fuel	37	45	62	109	86
Pad Kit-Fr Disc Brake	105	147	225	239	265
Pad Kit-Rr Disc Brake	132	171	305	338	313
Blade-W/Shld Wiper	85	110	164	177	141
Bearing - Front Wheel	125	164	514	676	880
Brake Fluid	65	74	91	102	121
Engine Coolant	35	44	59	70	68
Engine Oil	32	35	42	40	55

Source: Frost & Sullivan

Table 1.3. Cost of labour (In Riyal) of Service and Parts replacement in 5 years of New Vehicle ownership

Vehicle Manufacturers recommended replacement period	Hyundai Accent	Kia Rio	Toyota Yaris	Honda Jazz	Nissan Tiida
Bulb-Halogen	52	69	86	112	92
Plug Assy-Spark	79	92	98	112	184
Belt-Valve Timing + Pump Assy - Coolent	782	920	1,380	2,013	2,070
V-Ribbed Belt	115	138	184	179	207
Coil Assy-Ignition	127	150	207	224	184
Pad Kit-Fr Disc Brake	158	173	190	179	368
Pad Kit-Rr Disc Brake	158	173	190	179	368
Blade-W/Shld Wiper	35	40	46	67	58
Bearing - Front Wheel	242	276	288	336	322

Source: Frost & Sullivan

Method Details

Frost & Sullivan conducted research on Cost of Service of Passenger Vehicles (Segment B, Segment C, Segment D, Segment RV C and Segment RV D) with the dealerships in Saudi Arabia to arrive at the total cost of servicing a vehicle for 5 years using a face to face methodology. Dealerships were selected across 3 Cities viz. Riyadh, Jeddah and Dammam. The total cost of servicing a vehicle in 5 years is taken as the sum of the total cost of parts being replaced in 5 years based on the replacement cycle, total cost of labor for the periodic maintenance repair and for the replacement of parts and the Extended warranty provided by manufacturers for the 4th and 5th year. Only the Automatic Transmission variants of the models have been considered for the study. The Vehicle Manufacturers evaluated in the study were Hyundai Motor Company, Saudi Arabia, Kia Motors, Saudi Arabia, Honda Automobiles, Saudi Arabia, Toyota Saudi Arabia and Nissan Middle East.

Award Criteria

Frost & Sullivan's Cost of Service Award measure the best brands based upon the Average price Index. Average Price Index are computed by comparing the award recipient's cost on a one on one basis with its competitors. Having kept the award recipient score as the base, the competitors cost of services are compared and the least percentage provides the least cost of service.

About Frost & Sullivan

Frost & Sullivan, the Growth Partnership Company, enables clients to accelerate growth and achieve best in class positions in growth, innovation, and leadership. The company's Growth Partnership Service provides the CEO and the CEO's Growth Team™ with disciplined research and best practice models to drive the generation, evaluation, and implementation of powerful growth strategies. Frost & Sullivan leverages 50 years of experience in partnering with Global 1000 companies, emerging businesses, and the investment community from more than 35 offices on six continents. To join our Growth Partnership, please visit <http://www.frost.com>.

**2012 Saudi Arabia Best Cost of Servicing Award:
Overall Best Cost of Servicing Brand in Segment C is Hyundai Motor Company, Saudi Arabia**

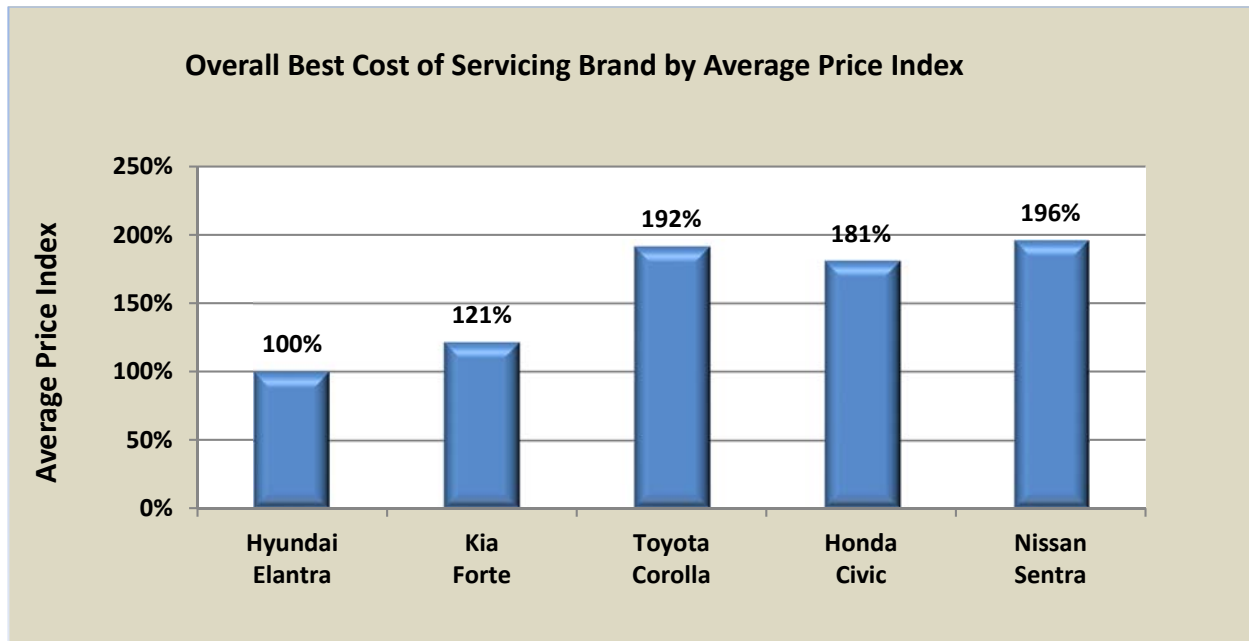
On the basis of Frost & Sullivan’s independent research, *2012 Saudi Arabia Best Cost of Servicing Award*, **Hyundai Motor Company, Saudi Arabia** emerges as the best Vehicle Manufacturer in Segment C among surveyed vehicle dealerships. Thus, Hyundai Motor Company, Saudi Arabia is recognized as the “Overall Best Cost of Servicing Brand in Segment C” in the competitive GCC automotive market.



Survey Results

Hyundai Motor Company, Saudi Arabia Outranks its Nearest Competitors as the Least Cost of Servicing Brand!

As seen in the below chart, Hyundai Elantra was compared on one on one basis with its competitor models in C Segment. Hyundai Elantra’s total cost of service was made the base for comparison (100%) and compared with other competing models. On the basis of its least average price index Hyundai Motor Company, Saudi Arabia is selected as the recipient of Frost & Sullivan’s 2012 “Overall Best Cost of Service Brand in Segment C” as per the choice of Saudi Arabia customers and dealerships.



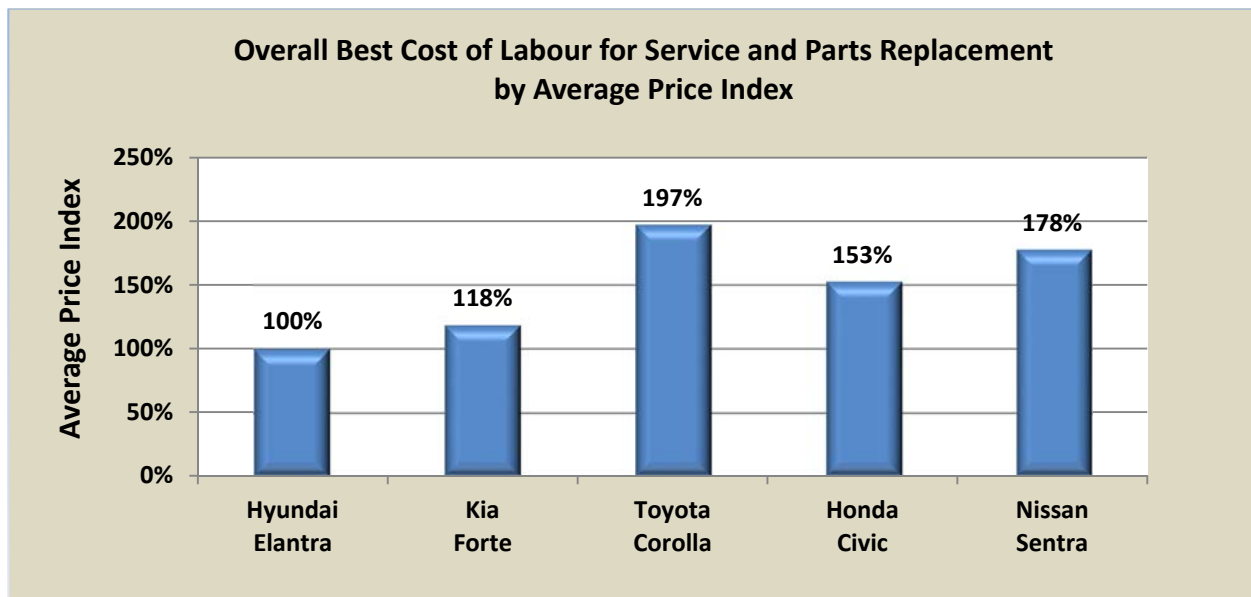
Source: Frost & Sullivan

Note: Average Price Index are computed by comparing the award recipient’s cost on a one on one basis with its competitors. Having kept the award recipient score as the base, the competitors cost of services are compared and the least percentage provides the least cost of service.

Survey Results (Continued)

Hyundai Motors Company, Saudi Arabia Outranks the Nearest Competitor for Best Labour Cost for Service and Parts Replacement!

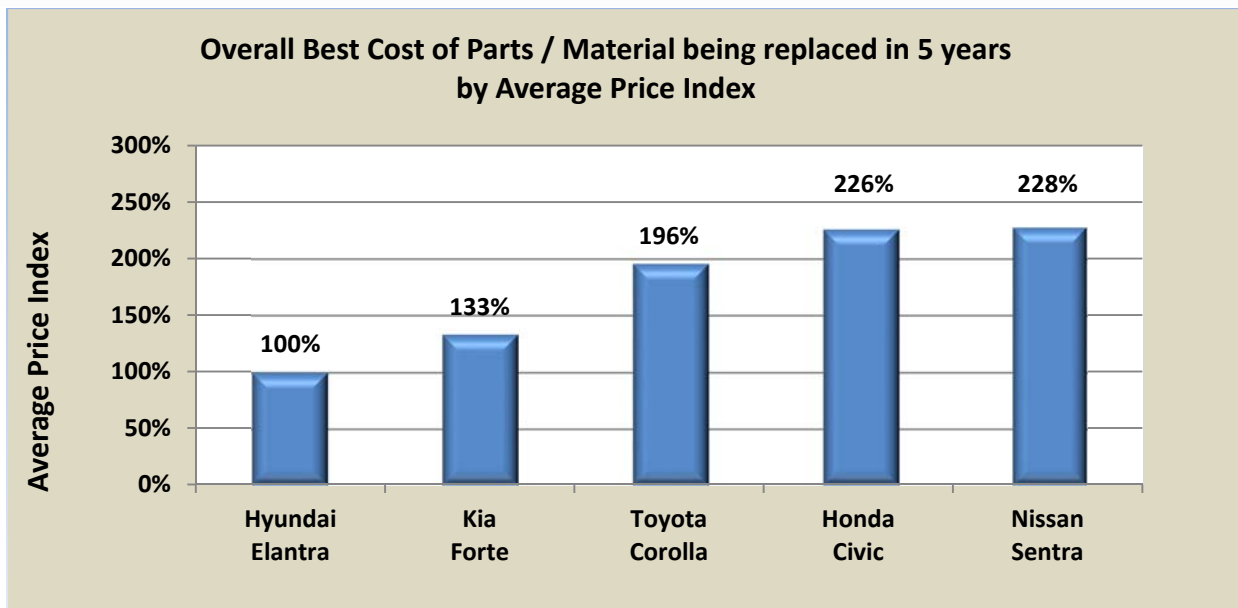
As seen in the below chart, the labour cost of Kia Forte, Honda Civic, Nissan Sentra and Toyota Corolla are 18%, 53%, 78% and 97%, respectively more than Hyundai Elantra. The total labour cost of service and parts replacement is the sum of periodic maintenance labour cost for every service in 5 years and the labour cost for the parts replaced in 5 years. The periodic maintenance value of Hyundai Elantra, Kia Forte, Honda Civic, Toyota Corolla and Nissan Sentra are 201, 220, 250, 735 and 220 Riyal respectively, where Hyundai has the least periodic maintenance labour cost of all its competitors. The periodic maintenance labour cost for 5 years includes the labour charges for replacing engine oil, oil filter, air filter, fuel filter, engine coolant and brake fluid and the frequency of replacement depends on their replacement cycle in 5 years.



Source: Frost & Sullivan

Hyundai Motor Company, Saudi Arabia Outranks the Nearest Competitor for Best Parts / Material Cost!

As seen in the below chart, the Parts cost of Kia Forte, Honda Civic, Nissan Sentra and Toyota Corolla are 33%, 126% and 128% and 96% respectively more than Hyundai Elantra. The total parts cost is the summation of all the parts that are prone to worn-out and get replaced in 5 years based on their replacement cycle.



Source: Frost & Sullivan

Survey Results (Continued)

Table 1.1. Replacement Period of Parts being considered for replacement in 5 years of New Vehicle ownership

Vehicle Manufacturers recommended replacement period		Hyundai Accent	Kia Rio	Toyota Yaris	Honda Jazz	Nissan Tiida
Bulb-Halogen	Year	2	2	2	2	2
Plug Assy-Spark	Km	40,000	35,000	35,000	35,000	35,000
Belt-Valve Timing	Km	60,000	50,000	60,000	60,000	60,000
Tensioner Assy-Vlv Timing Belt	Km	80,000	50,000	60,000	60,000	60,000
Pump Assy-Coolent	Km	40,000	40,000	40,000	40,000	40,000
V-Ribbed Belt	Km	25,000	20,000	25,000	25,000	25,000
Filter Assy-Engine Oil	Km	10,000	10,000	10,000	10,000	10,000
Coil Assy-Ignition	Km	40,000	40,000	40,000	40,000	40,000
Filter-Air Cleaner	Km	80,000	80,000	80,000	80,000	1,00,000
Filter Assy-Fuel	Km	80,000	80,000	80,000	80,000	1,00,000
Pad Kit-Fr Disc Brake	Km	20,000	20,000	30,000	30,000	30,000
Pad Kit-Rr Disc Brake	Km	40,000	40,000	40,000	40,000	40,000
Blade-W/Shld Wiper	Years	2	2	2	2	2
Bearing - Front Wheel	Km	40,000	45,000	45,000	40,000	40,000
Brake Fluid	Km	20,000	20,000	20,000	20,000	25,000
Engine Coolant	Km	40,000	40,000	35,000	40,000	40,000
Engine Oil	km	5,000	5,000	5,000	5,000	5,000

Source: Frost & Sullivan

Table 1.2. Price of Parts (In Riyal) being considered for replacement in 5 years of New Vehicle ownership

Vehicle Manufacturers recommended replacement period	Hyundai Accent	Kia Rio	Toyota Yaris	Honda Jazz	Nissan Tiida
Bulb-Halogen	38	68	118	120	133
Plug Assy-Spark	23	30	27	79	16
Belt-Valve Timing	135	158	268	406	475
Tensioner Assy-Vlv Timing Belt	179	287	332	380	226
Pump Assy-Coolent	65	101	209	187	184
V-Ribbed Belt	15	15	29	30	27
Filter Assy-Engine Oil	246	320	402	443	367
Coil Assy-Ignition	30	40	155	130	103
Filter-Air Cleaner	37	45	62	109	86
Filter Assy-Fuel	105	147	225	239	265
Pad Kit-Fr Disc Brake	132	171	305	338	313
Pad Kit-Rr Disc Brake	85	110	166	185	124
Blade-W/Shld Wiper	125	164	514	676	940
Bearing - Front Wheel	65	74	91	102	121
Brake Fluid	35	44	59	70	68
Engine Coolant	32	35	42	40	55
Engine Oil	38	68	118	120	133

Source: Frost & Sullivan

Table 1.3. Cost of labour (In Riyal) of Service and Parts replacement in 5 years of New Vehicle ownership

Vehicle Manufacturers recommended replacement period	Hyundai Accent	Kia Rio	Toyota Yaris	Honda Jazz	Nissan Tiida
Bulb-Halogen	55	75	90	112	368
Plug Assy-Spark	95	98	98	112	184
Belt-Valve Timing + Pump Assy - Coolent	821	966	1,449	2,113	2,174
V-Ribbed Belt	127	150	207	179	207
Coil Assy-Ignition	144	161	207	224	184
Pad Kit-Fr Disc Brake	158	173	190	179	368
Pad Kit-Rr Disc Brake	158	173	190	179	368
Blade-W/Shld Wiper	35	40	46	67	58
Bearing - Front Wheel	242	276	288	336	322

Source: Frost & Sullivan

Method Details

Frost & Sullivan conducted research on Cost of Service of Passenger Vehicles (Segment B, Segment C, Segment D, Segment RV C and Segment RV D) with the dealerships in Saudi Arabia to arrive at the total cost of servicing a vehicle for 5 years using a face to face methodology. Dealerships were selected across 3 Cities viz. Riyadh, Jeddah and Dammam. The total cost of servicing a vehicle in 5 years is taken as the sum of the total cost of parts being replaced in 5 years based on the replacement cycle, total cost of labor for the periodic maintenance repair and for the replacement of parts and the Extended warranty provided by manufacturers for the 4th and 5th year. Only the Automatic Transmission variants of the models have been considered for the study. The Vehicle Manufacturers evaluated in the study were Hyundai Motor Company, Saudi Arabia, Kia Motors, Saudi Arabia, Honda Automobiles, Saudi Arabia, Toyota Saudi Arabia and Nissan Middle East.

Award Criteria

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**2012 Saudi Arabia Best Cost of Servicing Award:
Overall Best Cost of Servicing Brand in Segment D is Hyundai Motor Company, Saudi Arabia**

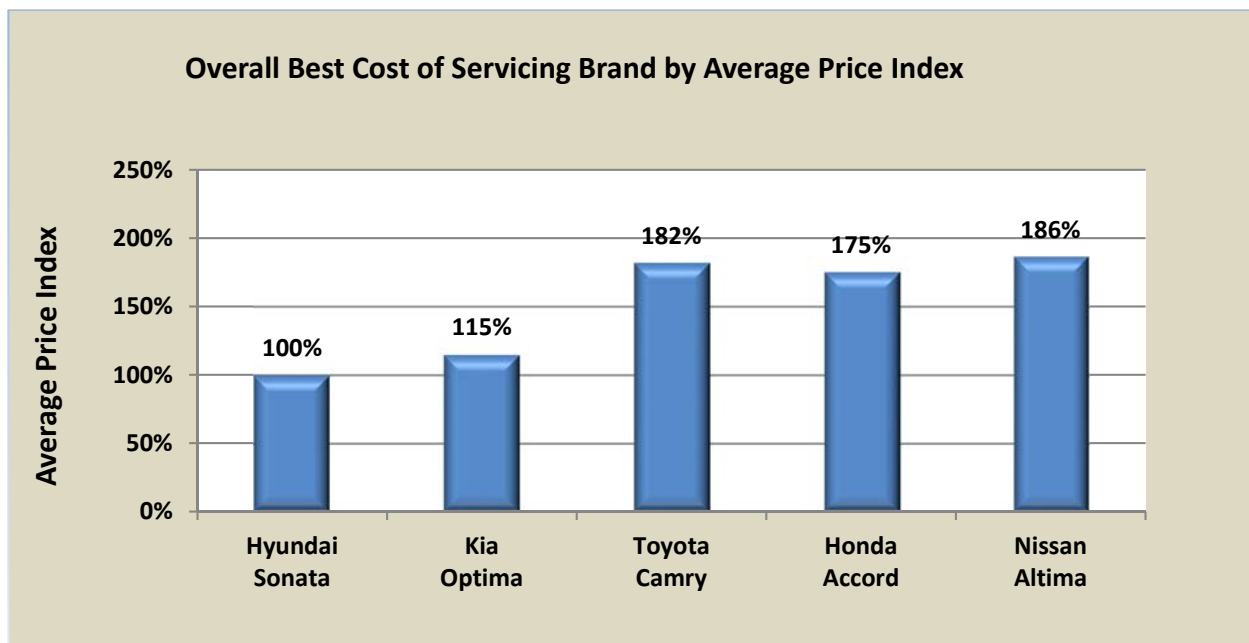
On the basis of Frost & Sullivan’s independent research, *2012 Saudi Arabia Best Cost of Servicing Award*, **Hyundai Motor Company, Saudi Arabia** emerges as the best Vehicle Manufacturer in Segment D among surveyed vehicle dealerships. Thus, Hyundai Motor Company, Saudi Arabia is recognized as the “Overall Best Cost of Servicing Brand in Segment D” in the competitive GCC automotive market.



Survey Results

Hyundai Motor Company, Saudi Arabia Outranks its Nearest Competitors as the Least Cost of Servicing Brand!

As seen in the below chart, Hyundai Sonata was compared on one on one basis with its competitor models in D Segment. Hyundai Sonata’s total cost of service was made the base for comparison (100%) and compared with other models. On the basis of its least average price index Hyundai Motor Company, Saudi Arabia is selected as the recipient of Frost & Sullivan’s 2012 “Overall Best Cost of Service Brand in Segment D” as per the choice of Saudi Arabia customers and dealerships.



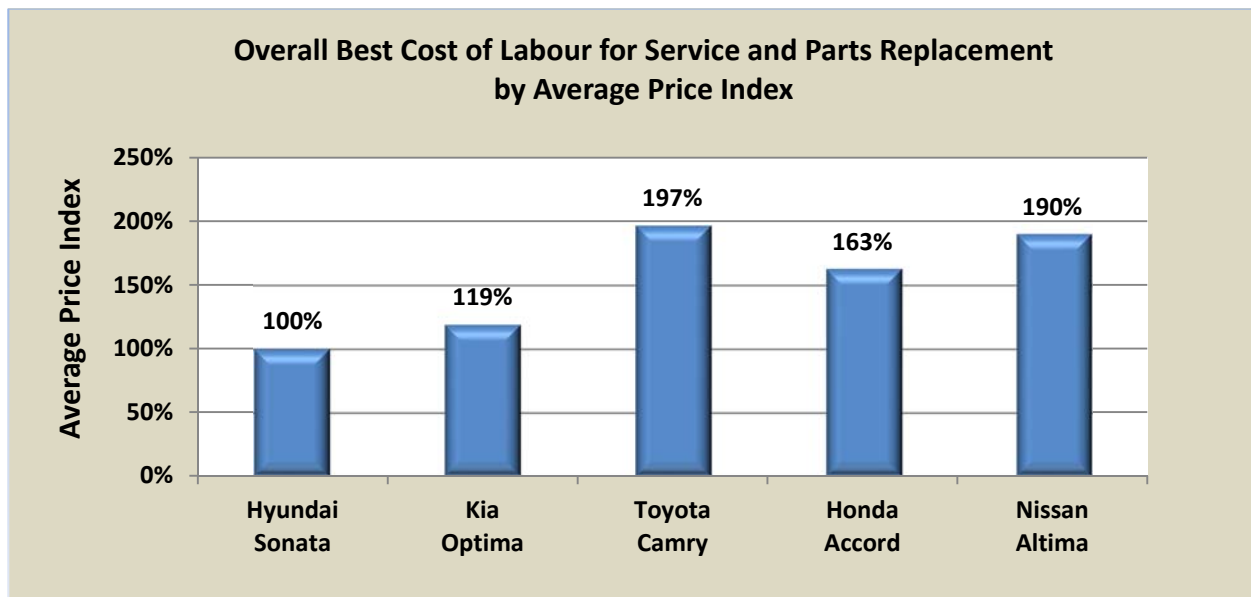
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Survey Results (Continued)

Hyundai Motors Company, Saudi Arabia Outranks the Nearest Competitor for Best Labour Cost for Service and Parts Replacement!

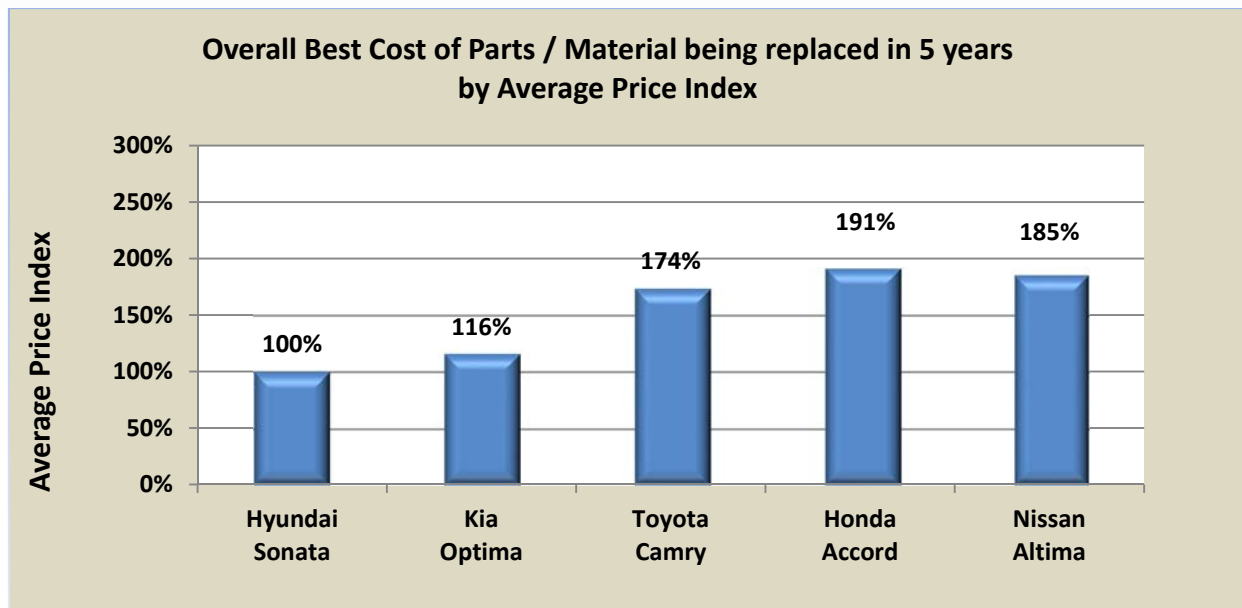
As seen in the below chart, the labour cost of Kia Optima, Toyota Camry, Honda Accord and Nissan Altima are 19%, 97%, 63% and 90%, respectively more than Hyundai Sonata. The total labour cost of service and parts replacement is the sum of periodic maintenance labour cost for every service in 5 years and the labour cost for the parts replaced in 5 years. The periodic maintenance value of Hyundai Sonata, Kia Optima, Toyota Camry, Honda Accord and Nissan Altima are 210, 220, 735, 310 and 250 Riyal respectively, where Hyundai has the least periodic maintenance labour cost of all its competitors. The periodic maintenance labour cost for 5 years includes the labour charges for replacing engine oil, oil filter, air filter, fuel filter, engine coolant and brake fluid and the frequency of replacement depends on their replacement cycle in 5 years.



Source: Frost & Sullivan

Hyundai Motor Company, Saudi Arabia Outranks the Nearest Competitor for Best Parts / Material Cost!

As seen in the below chart, the Parts cost of Kia Optima, Toyota Camry, Honda Accord and Nissan Altima are 16%, 74%, 91% and 85%, respectively more than Hyundai Sonata. The total parts cost is the summation of all the parts that are prone to worn-out and get replaced in 5 years based on their replacement cycle.



Source: Frost & Sullivan

Survey Results (Continued)

Table 1.1. Replacement Period of Parts being considered for replacement in 5 years of New Vehicle ownership

Vehicle Manufacturers recommended replacement period		Hyundai Accent	Kia Rio	Toyota Yaris	Honda Jazz	Nissan Tiida
Bulb-Halogen	Year	2	2	2	2	2
Plug Assy-Spark	Km	40,000	35,000	35,000	35,000	35,000
Belt-Valve Timing	Km	60,000	50,000	60,000	60,000	60,000
Tensioner Assy-Vlv Timing Belt	Km	80,000	50,000	60,000	60,000	60,000
Pump Assy-Coolent	Km	40,000	40,000	40,000	40,000	40,000
V-Ribbed Belt	Km	25,000	20,000	25,000	25,000	25,000
Filter Assy-Engine Oil	Km	10,000	10,000	10,000	10,000	10,000
Coil Assy-Ignition	Km	40,000	40,000	40,000	40,000	40,000
Filter-Air Cleaner	Km	80,000	80,000	80,000	80,000	1,00,000
Filter Assy-Fuel	Km	80,000	80,000	80,000	80,000	1,00,000
Pad Kit-Fr Disc Brake	Km	20,000	20,000	30,000	30,000	30,000
Pad Kit-Rr Disc Brake	Km	40,000	40,000	40,000	40,000	40,000
Blade-W/Shld Wiper	Years	2	2	2	2	2
Bearing - Front Wheel	Km	40,000	45,000	45,000	40,000	40,000
Brake Fluid	Km	20,000	20,000	20,000	20,000	25,000
Engine Coolant	Km	40,000	40,000	35,000	40,000	40,000
Engine Oil	km	5,000	5,000	5,000	5,000	5,000

Source: Frost & Sullivan

Table 1.2. Price of Parts (In Riyal) being considered for replacement in 5 years of New Vehicle ownership

Vehicle Manufacturers recommended replacement period	Hyundai Accent	Kia Rio	Toyota Yaris	Honda Jazz	Nissan Tiida
Bulb-Halogen	38	68	118	120	184
Plug Assy-Spark	17	26	171	135	60
Belt-Valve Timing	179	242	300	412	484
Tensioner Assy-Vlv Timing Belt	451	326	417	437	268
Pump Assy-Coolent	157	196	278	291	205
V-Ribbed Belt	15	15	29	30	27
Filter Assy-Engine Oil	304	320	492	469	356
Coil Assy-Ignition	30	40	155	130	103
Filter-Air Cleaner	37	45	62	109	86
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Table 1.3. Cost of labour (In Riyal) of Service and Parts replacement in 5 years of New Vehicle ownership

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V-Ribbed Belt	127	150	207	179	207
Coil Assy-Ignition	144	161	207	224	184
Pad Kit-Fr Disc Brake	158	173	190	179	368
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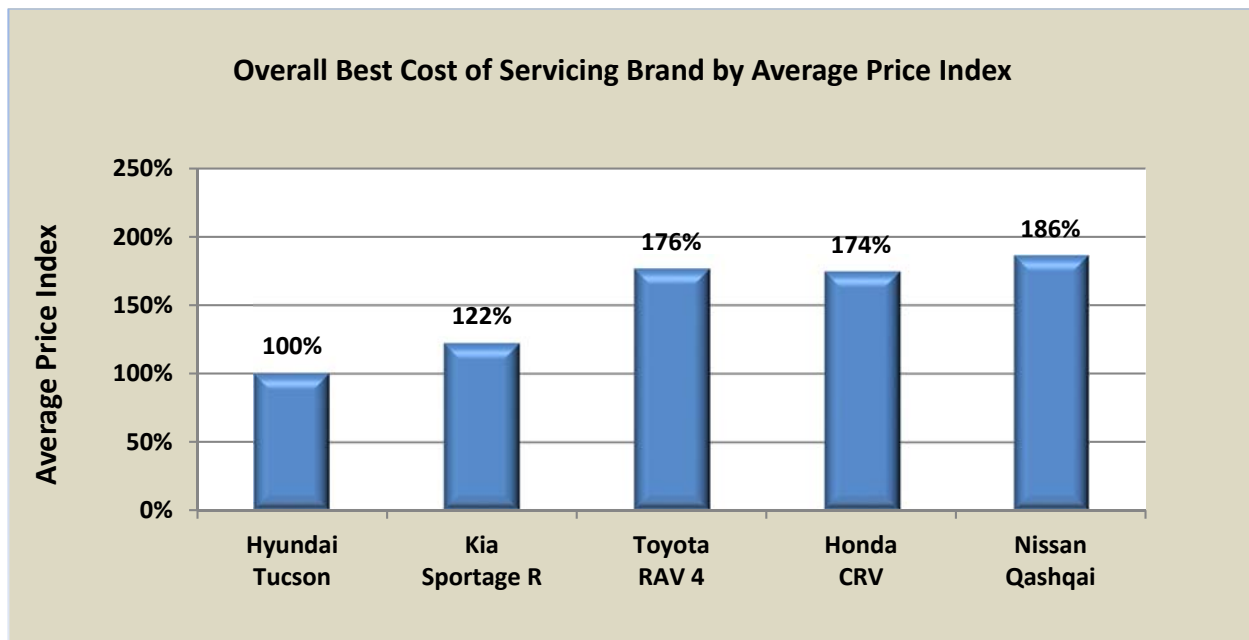
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Survey Results

Hyundai Motor Company, Saudi Arabia Outranks its Nearest Competitors as the Least Cost of Servicing Brand!

As seen in the below chart, Hyundai Tucson was compared on one on one basis with its competitor models in RV C Segment. Hyundai Tucson’s total cost of service was made the base for comparison (100%) and compared with other competing models. On the basis of its least average price index Hyundai Motor Company, Saudi Arabia is selected as the recipient of Frost & Sullivan’s 2012 “Overall Best Cost of Service Brand in Segment RV C” as per the choice of Saudi Arabia customers and dealerships.



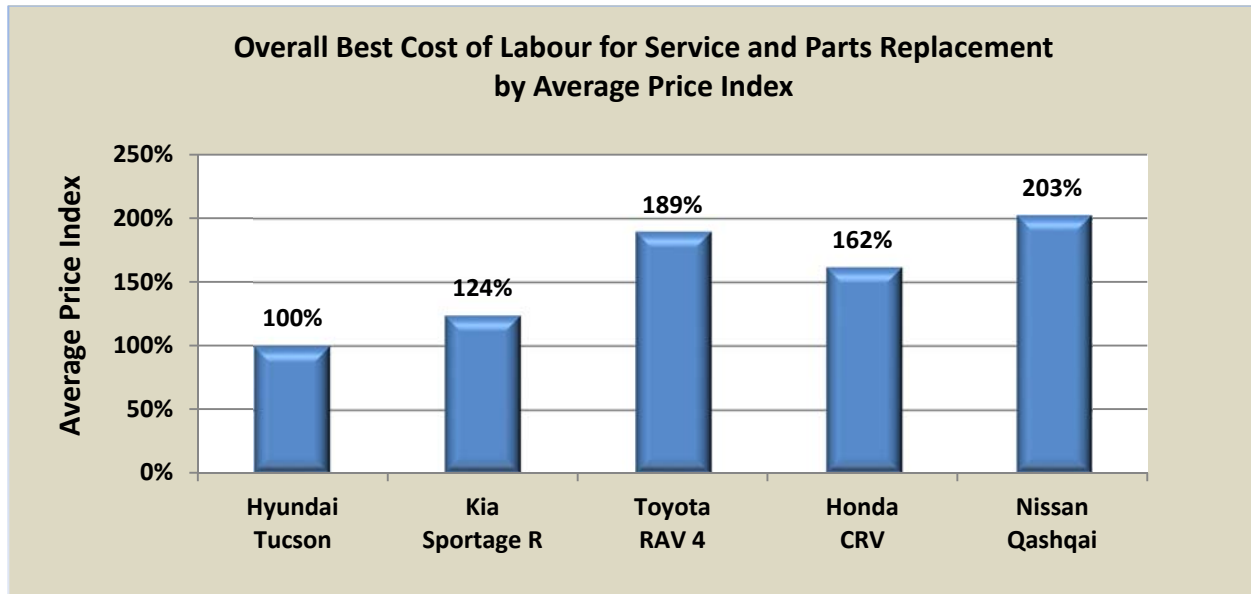
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Note: Average Price Index are computed by comparing the award recipient’s cost on a one on one basis with its competitors. Having kept the award recipient score as the base, the competitors cost of services are compared and the least percentage provides the least cost of service.

Survey Results (Continued)

Hyundai Motors Company, Saudi Arabia Outranks the Nearest Competitor for Best Labour Cost for Service and Parts Replacement!

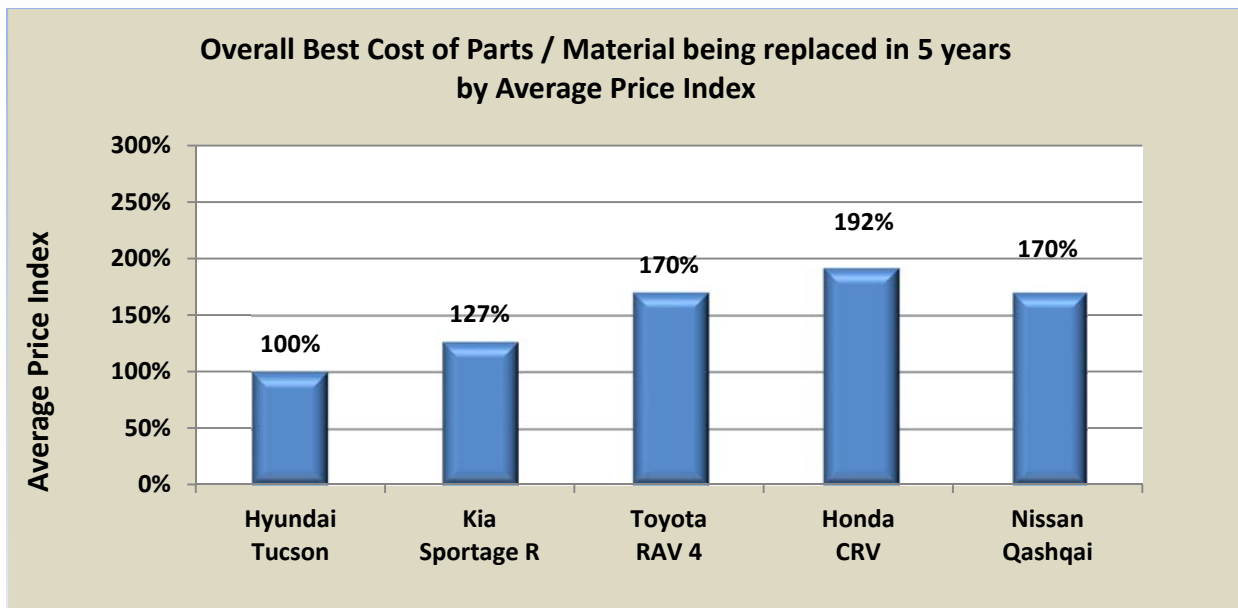
As seen in the below chart, the labour cost of Kia Sportage R, Toyota RAV 4, Honda CRV, Nissan Qashqai are 24%, 89%, 62% and 103%, respectively more than Hyundai Tucson. The total labour cost of service and parts replacement is the sum of periodic maintenance labour cost for every service in 5 years and the labour cost for the parts replaced in 5 years. The periodic maintenance value of Hyundai Tucson, Kia Sportage R, Toyota RAV 4, Honda CRV, Nissan Qashqai are 225, 250, 760, 345 and 280 Riyal respectively, where Hyundai has the least periodic maintenance labour cost of all its competitors. The periodic maintenance labour cost for 5 years includes the labour charges for replacing engine oil, oil filter, air filter, fuel filter, engine coolant and brake fluid and the frequency of replacement depends on their replacement cycle in 5 years.



Source: Frost & Sullivan

Hyundai Motor Company, Saudi Arabia Outranks the Nearest Competitor for Best Parts / Material Cost!

As seen in the below chart, the Parts cost of Kia Sportage R, Toyota RAV 4, Honda CRV, Nissan Qashqai are 27%, 70%, 92% and 70%, respectively more than Hyundai Tucson. The total parts cost is the summation of all the parts that are prone to worn-out and get replaced in 5 years based on their replacement cycle.



Source: Frost & Sullivan

Survey Results (Continued)

Table 1.1. Replacement Period of Parts being considered for replacement in 5 years of New Vehicle ownership

Vehicle Manufacturers recommended replacement period		Hyundai Accent	Kia Rio	Toyota Yaris	Honda Jazz	Nissan Tiida
Bulb-Halogen	Year	2	2	2	2	2
Plug Assy-Spark	Km	40,000	35,000	35,000	35,000	35,000
Belt-Valve Timing	Km	60,000	50,000	60,000	60,000	60,000
Tensioner Assy-Vlv Timing Belt	Km	80,000	50,000	60,000	60,000	60,000
Pump Assy-Coolent	Km	40,000	40,000	40,000	40,000	40,000
V-Ribbed Belt	Km	25,000	20,000	25,000	25,000	25,000
Filter Assy-Engine Oil	Km	10,000	10,000	10,000	10,000	10,000
Coil Assy-Ignition	Km	40,000	40,000	40,000	40,000	40,000
Filter-Air Cleaner	Km	80,000	80,000	80,000	80,000	1,00,000
Filter Assy-Fuel	Km	80,000	80,000	80,000	80,000	1,00,000
Pad Kit-Fr Disc Brake	Km	20,000	20,000	30,000	30,000	30,000
Pad Kit-Rr Disc Brake	Km	40,000	40,000	40,000	40,000	40,000
Blade-W/Shld Wiper	Years	2	2	2	2	2
Bearing - Front Wheel	Km	40,000	45,000	45,000	40,000	40,000
Brake Fluid	Km	20,000	20,000	20,000	20,000	25,000
Engine Coolant	Km	40,000	40,000	35,000	40,000	40,000
Engine Oil	km	5,000	5,000	5,000	5,000	5,000

Source: Frost & Sullivan

Table 1.2. Price of Parts (In Riyal) being considered for replacement in 5 years of New Vehicle ownership

Vehicle Manufacturers recommended replacement period	Hyundai Accent	Kia Rio	Toyota Yaris	Honda Jazz	Nissan Tiida
Bulb-Halogen	38	126	118	120	184
Plug Assy-Spark	17	26	201	114	63
Belt-Valve Timing	241	294	332	400	402
Tensioner Assy-Vlv Timing Belt	459	471	407	468	286
Pump Assy-Coolent	157	216	305	359	205
V-Ribbed Belt	15	15	29	30	27
Filter Assy-Engine Oil	330	389	514	582	346
Coil Assy-Ignition	30	40	155	130	103
Filter-Air Cleaner	37	45	62	109	86
Filter Assy-Fuel	105	147	225	239	227
Pad Kit-Fr Disc Brake	132	171	305	338	281
Pad Kit-Rr Disc Brake	135	164	171	192	140
Blade-W/Shld Wiper	131	164	546	740	961
Bearing - Front Wheel	65	74	91	102	121
Brake Fluid	43	58	73	78	86
Engine Coolant	32	35	42	40	55
Engine Oil	38	126	118	120	184

Source: Frost & Sullivan

Table 1.3. Cost of labour (In Riyal) of Service and Parts replacement in 5 years of New Vehicle ownership

Vehicle Manufacturers recommended replacement period	Hyundai Accent	Kia Rio	Toyota Yaris	Honda Jazz	Nissan Tiida
Bulb-Halogen	55	75	90	115	276
Plug Assy-Spark	110	98	98	115	414
Belt-Valve Timing + Pump Assy - Coolent	1,039	1,222	1,833	2,673	2,749
V-Ribbed Belt	127	150	207	184	207
Coil Assy-Ignition	144	161	207	230	288
Pad Kit-Fr Disc Brake	190	242	213	184	518
Pad Kit-Rr Disc Brake	190	242	213	184	518
Blade-W/Shld Wiper	35	40	46	67	58
Bearing - Front Wheel	242	276	288	336	322

Source: Frost & Sullivan

Method Details

Frost & Sullivan conducted research on Cost of Service of Passenger Vehicles (Segment B, Segment C, Segment D, Segment RV C and Segment RV D) with the dealerships in Saudi Arabia to arrive at the total cost of servicing a vehicle for 5 years using a face to face methodology. Dealerships were selected across 3 Cities viz. Riyadh, Jeddah and Dammam. The total cost of servicing a vehicle in 5 years is taken as the sum of the total cost of parts being replaced in 5 years based on the replacement cycle, total cost of labor for the periodic maintenance repair and for the replacement of parts and the Extended warranty provided by manufacturers for the 4th and 5th year. Only the Automatic Transmission variants of the models have been considered for the study. The Vehicle Manufacturers evaluated in the study were Hyundai Motor Company, Saudi Arabia, Kia Motors, Saudi Arabia, Honda Automobiles, Saudi Arabia, Toyota Saudi Arabia and Nissan Middle East.

Award Criteria

Frost & Sullivan's Cost of Service Award measure the best brands based upon the Average price Index. Average Price Index are computed by comparing the award recipient's cost on a one on one basis with its competitors. Having kept the award recipient score as the base, the competitors cost of services are compared and the least percentage provides the least cost of service.

About Frost & Sullivan

Frost & Sullivan, the Growth Partnership Company, enables clients to accelerate growth and achieve best in class positions in growth, innovation, and leadership. The company's Growth Partnership Service provides the CEO and the CEO's Growth Team™ with disciplined research and best practice models to drive the generation, evaluation, and implementation of powerful growth strategies. Frost & Sullivan leverages 50 years of experience in partnering with Global 1000 companies, emerging businesses, and the investment community from more than 35 offices on six continents. To join our Growth Partnership, please visit <http://www.frost.com>.

**2012 Saudi Arabia Best Cost of Servicing Award:
Overall Best Cost of Servicing Brand in Segment RV D is Hyundai Motor Company, Saudi Arabia**

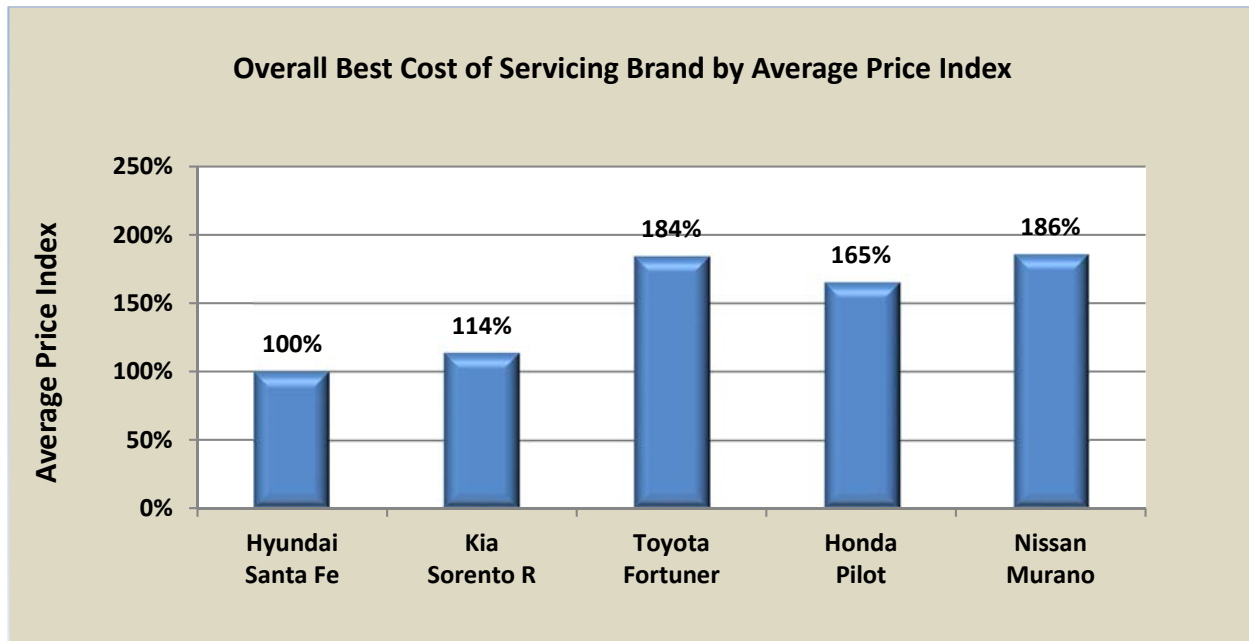
On the basis of Frost & Sullivan’s independent research, *2012 Saudi Arabia Best Cost of Servicing Award*, **Hyundai Motor Company, Saudi Arabia** emerges as the best Vehicle Manufacturer in Segment B among surveyed vehicle dealerships. Thus, Hyundai Motor Company, Saudi Arabia is recognized as the “Overall Best Cost of Servicing Brand in Segment RV D” in the competitive GCC automotive market.



Survey Results

Hyundai Motor Company, Saudi Arabia Outranks its Nearest Competitors as the Least Cost of Servicing Brand!

As seen in the below chart, Hyundai Accent was compared on one on one basis with its competitor models in RV D Segment. Hyundai Santa Fe’s total cost of service was made the base for comparison (100%) and compared with other models. On the basis of its least average price index Hyundai Motor Company, Saudi Arabia is selected as the recipient of Frost & Sullivan’s 2012 “Overall Best Cost of Service Brand in Segment RV D” as per the choice of Saudi Arabia customers and dealerships.



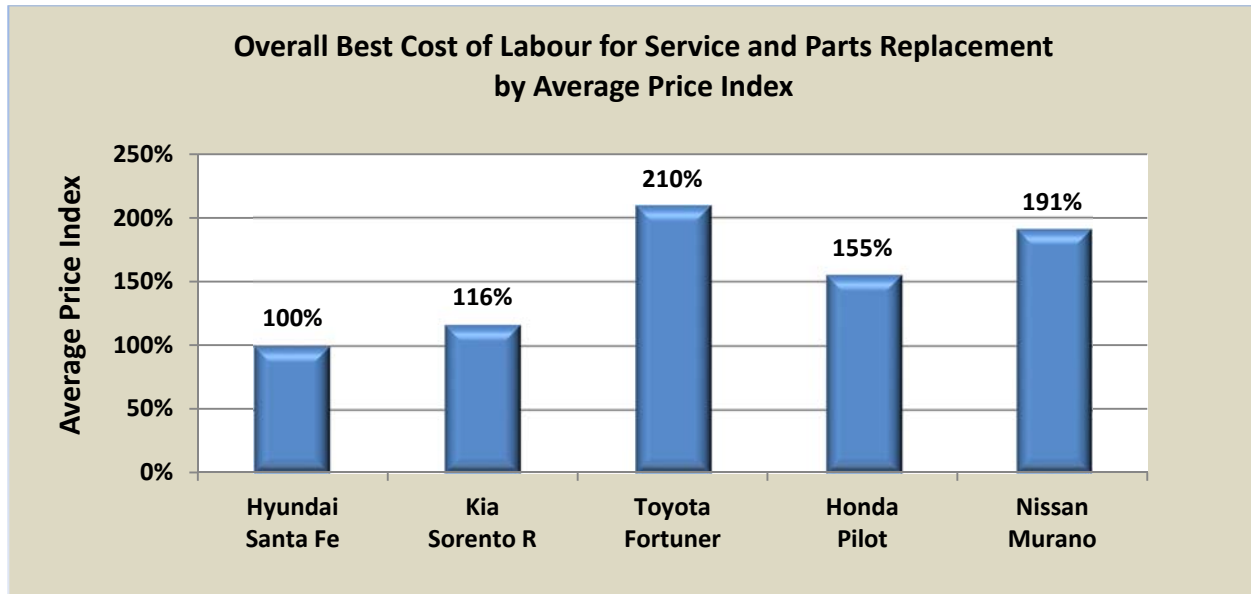
Source: Frost & Sullivan

Note: Average Price Index are computed by comparing the award recipient’s cost on a one on one basis with its competitors. Having kept the award recipient score as the base, the competitors cost of services are compared and the least percentage provides the least cost of service.

Survey Results (Continued)

Hyundai Motors Company, Saudi Arabia Outranks the Nearest Competitor for Best Labour Cost for Service and Parts Replacement!

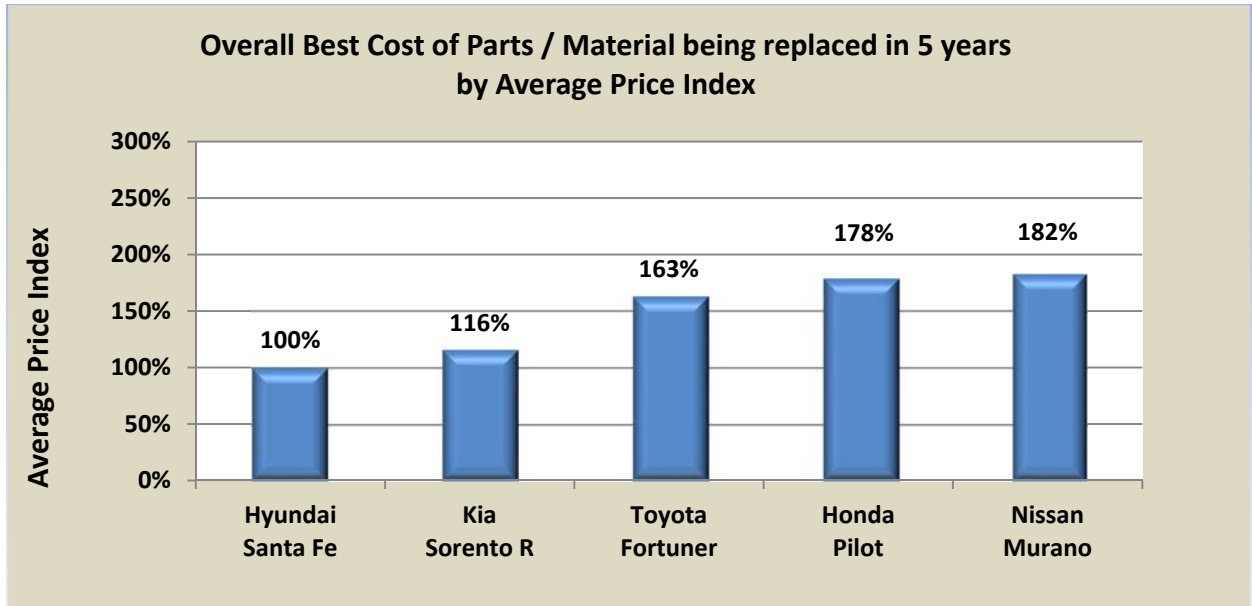
As seen in the below chart, the labour cost of Kia Sorento R, Toyota Fortuner, Honda Pilot and Nissan Murano are 16%, 110%, 55% and 91%, respectively more than Hyundai Santa Fe. The total labour cost of service and parts replacement is the sum of periodic maintenance labour cost for every service in 5 years and the labour cost for the parts replaced in 5 years. The periodic maintenance value of Hyundai Santa Fe, Kia Sorento R, Toyota Fortuner, Honda Pilot and Nissan Murano are 250, 270, 1,100, 370 and 310 Riyal respectively, where Hyundai has the least periodic maintenance labour cost of all its competitors. The periodic maintenance labour cost for 5 years includes the labour charges for replacing engine oil, oil filter, air filter, fuel filter, engine coolant and brake fluid and the frequency of replacement depends on their replacement cycle in 5 years.



Source: Frost & Sullivan

Hyundai Motor Company, Saudi Arabia Outranks the Nearest Competitor for Best Parts / Material Cost!

As seen in the below chart, the Parts cost of Kia Sorento R, Toyota Fortuner, Honda Pilot and Nissan Murano are 16%, 63%, 78% and 82%, respectively more than Hyundai Santa Fe. The total parts cost is the summation of all the parts that are prone to worn-out and get replaced in 5 years based on their replacement cycle.



Source: Frost & Sullivan

Survey Results (Continued)

Table 1.1. Replacement Period of Parts being considered for replacement in 5 years of New Vehicle ownership

Vehicle Manufacturers recommended replacement period		Hyundai Accent	Kia Rio	Toyota Yaris	Honda Jazz	Nissan Tiida
Bulb-Halogen	Year	2	2	2	2	2
Plug Assy-Spark	Km	40,000	35,000	35,000	35,000	35,000
Belt-Valve Timing	Km	60,000	50,000	60,000	60,000	60,000
Tensioner Assy-Vlv Timing Belt	Km	80,000	50,000	60,000	60,000	60,000
Pump Assy-Coolent	Km	40,000	40,000	40,000	40,000	40,000
V-Ribbed Belt	Km	25,000	20,000	25,000	25,000	25,000
Filter Assy-Engine Oil	Km	10,000	10,000	10,000	10,000	10,000
Coil Assy-Ignition	Km	40,000	40,000	40,000	40,000	40,000
Filter-Air Cleaner	Km	80,000	80,000	80,000	80,000	1,00,000
Filter Assy-Fuel	Km	80,000	80,000	80,000	80,000	1,00,000
Pad Kit-Fr Disc Brake	Km	20,000	20,000	30,000	30,000	30,000
Pad Kit-Rr Disc Brake	Km	40,000	40,000	40,000	40,000	40,000
Blade-W/Shld Wiper	Years	2	2	2	2	2
Bearing - Front Wheel	Km	40,000	45,000	45,000	40,000	40,000
Brake Fluid	Km	20,000	20,000	20,000	20,000	25,000
Engine Coolant	Km	40,000	40,000	35,000	40,000	40,000
Engine Oil	km	5,000	5,000	5,000	5,000	5,000

Source: Frost & Sullivan

Table 1.2. Price of Parts (In Riyal) being considered for replacement in 5 years of New Vehicle ownership

Vehicle Manufacturers recommended replacement period	Hyundai Accent	Kia Rio	Toyota Yaris	Honda Jazz	Nissan Tiida
Bulb-Halogen	38	126	118	120	171
Plug Assy-Spark	39	79	201	149	60
Belt-Valve Timing	241	294	337	440	436
Tensioner Assy-Vlv Timing Belt	631	315	599	551	449
Pump Assy-Coolent	190	299	310	374	227
V-Ribbed Belt	15	15	29	30	27
Filter Assy-Engine Oil	390	431	599	603	356
Coil Assy-Ignition	30	40	155	130	103
Filter-Air Cleaner	37	45	62	109	86
Filter Assy-Fuel	105	147	225	239	515
Pad Kit-Fr Disc Brake	132	171	305	255	351
Pad Kit-Rr Disc Brake	135	164	171	192	159
Blade-W/Shld Wiper	145	176	610	884	1,140
Bearing - Front Wheel	65	74	91	102	121
Brake Fluid	43	58	73	78	86
Engine Coolant	32	35	42	40	55
Engine Oil	38	126	118	120	171

Source: Frost & Sullivan

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Vehicle Manufacturers recommended replacement period	Hyundai Accent	Kia Rio	Toyota Yaris	Honda Jazz	Nissan Tiida
Bulb-Halogen	55	75	90	121	276
Plug Assy-Spark	285	98	98	121	414
Belt-Valve Timing + Pump Assy - Coolent	1,194	1,405	2,108	3,074	3,162
V-Ribbed Belt	127	150	207	193	207
Coil Assy-Ignition	144	161	207	242	288
Pad Kit-Fr Disc Brake	190	242	213	184	518
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