

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

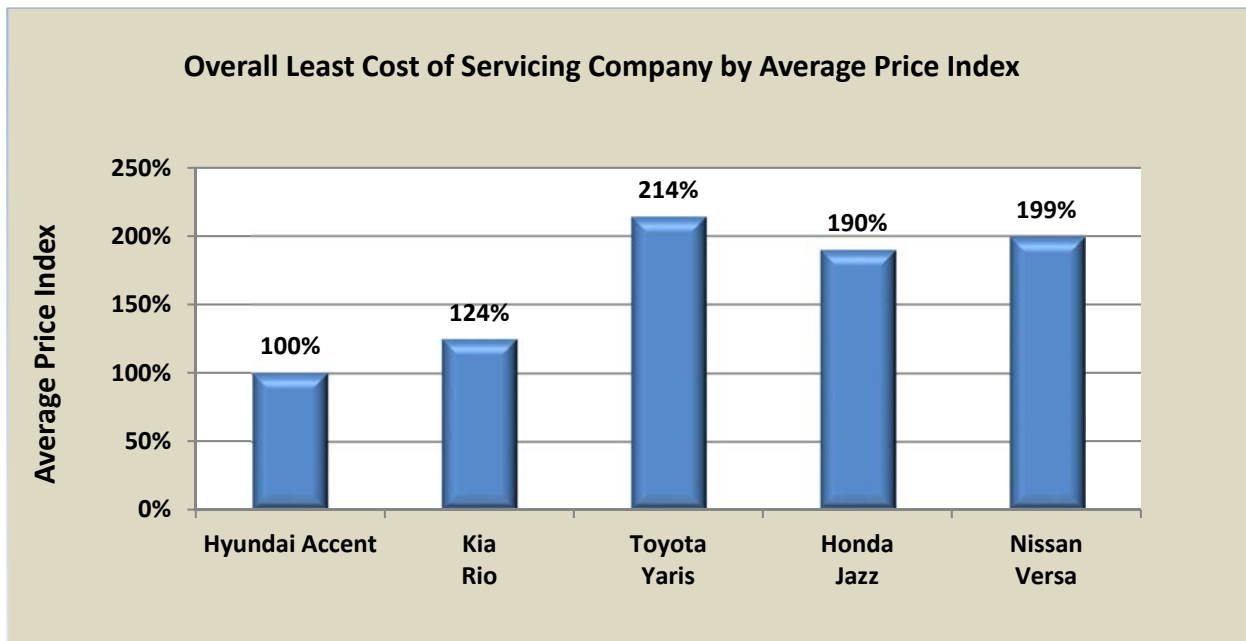
On the basis of Frost & Sullivan’s independent research, *2012 UAE Best Cost of Servicing Award*, **Hyundai Motor Company, UAE** emerges as the best Vehicle Manufacturer in Segment B among surveyed vehicle dealerships. Thus, Hyundai Motor Company, UAE is recognized as the “Overall Best Cost of Servicing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



Survey Results

Hyundai Motor Company, UAE 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, UAE is selected as the recipient of Frost & Sullivan’s 2012 “Overall Best Cost of Service Brand in Segment B” as per the choice of UAE customers and dealerships.



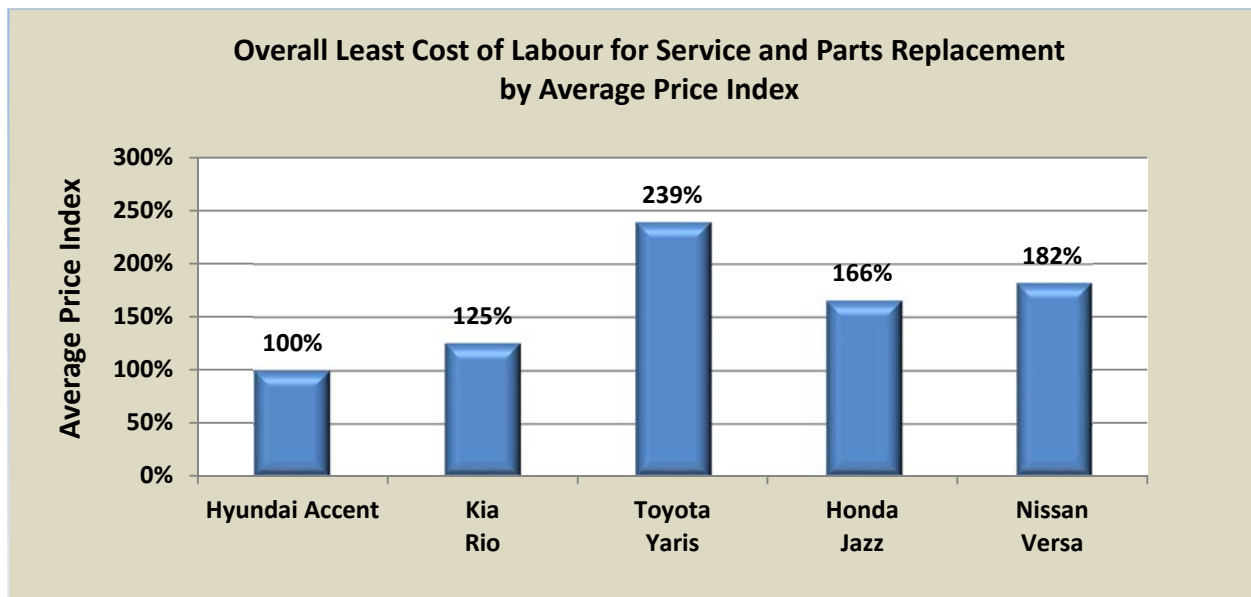
Source: Frost & Sullivan

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, UAE Outranks the Nearest Competitor for Best Labour Cost for Service and Parts Replacement!

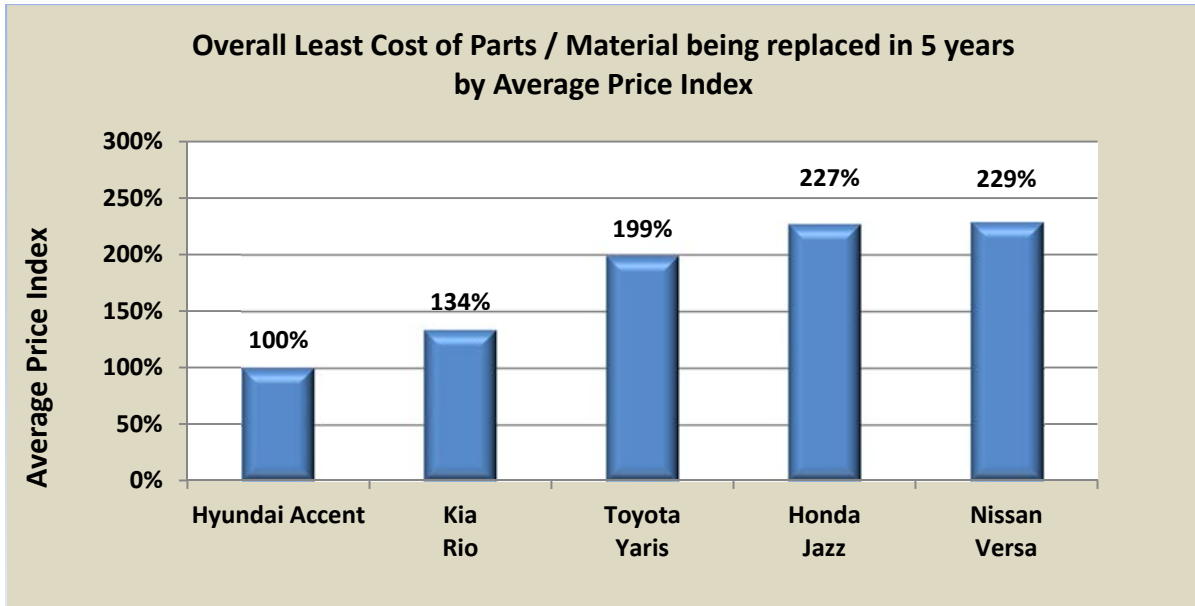
As seen in the below chart, the labour cost of Kia Rio, Honda Jazz, Nissan Versa and Toyota Yaris are 25%, 66%, 82% and 139%, respectively more than Hyundai Accent. The total labour cost of service and parts replacement is the sum of periodic maintenance labour cost for every service in 5 years and the 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 165, 200, 220, 697 and 190 Dirhams 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, UAE 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%, 127%, 129% and 99%, 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 Dirhams) 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	36	52	95	115	112
Plug Assy-Spark	10	13	24	78	51
Belt-Valve Timing	105	120	175	180	130
Tensioner Assy-Vlv Timing Belt	159	287	300	330	223
Pump Assy-Coolent	26	39	51	120	170
V-Ribbed Belt	14	14	27	29	25
Filter Assy-Engine Oil	219	299	350	380	324
Coil Assy-Ignition	19	25	130	105	80
Filter-Air Cleaner	35	43	58	105	80
Filter Assy-Fuel	0	0	0	0	0
Pad Kit-Fr Disc Brake	100	140	210	230	245
Pad Kit-Rr Disc Brake	125	163	285	325	290
Blade-W/Shld Wiper	81	105	153	170	131
Bearing - Front Wheel	119	156	480	650	815
Brake Fluid	62	70	85	98	112
Engine Coolant	33	42	55	67	63
Engine Oil	43	48	55	50	70

Source: Frost & Sullivan

Table 1.3. Cost of labour (In Dirhams) 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	45	60	75	98	80
Plug Assy-Spark	69	80	85	98	160
Belt-Valve Timing + Pump Assy - Coolent	680	800	1,200	1,750	1,800
V-Ribbed Belt	100	120	160	156	180
Coil Assy-Ignition	110	130	180	195	160
Pad Kit-Fr Disc Brake	137	150	165	156	320
Pad Kit-Rr Disc Brake	137	150	165	156	320
Blade-W/Shld Wiper	30	35	40	59	50
Bearing - Front Wheel	210	240	250	293	280

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 UAE to arrive at the total cost of servicing a vehicle for 5 years using a face to face methodology. Dealerships were selected across 3 across 3 Emirates viz. Abu Dhabi, Dubai and Sharjah. 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, UAE, Kia Motors, UAE, Honda Automobiles, UAE, Toyota UAE 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 UAE Best Cost of Servicing Award:
Overall Best Cost of Servicing Brand in Segment C is Hyundai Motor Company, UAE**

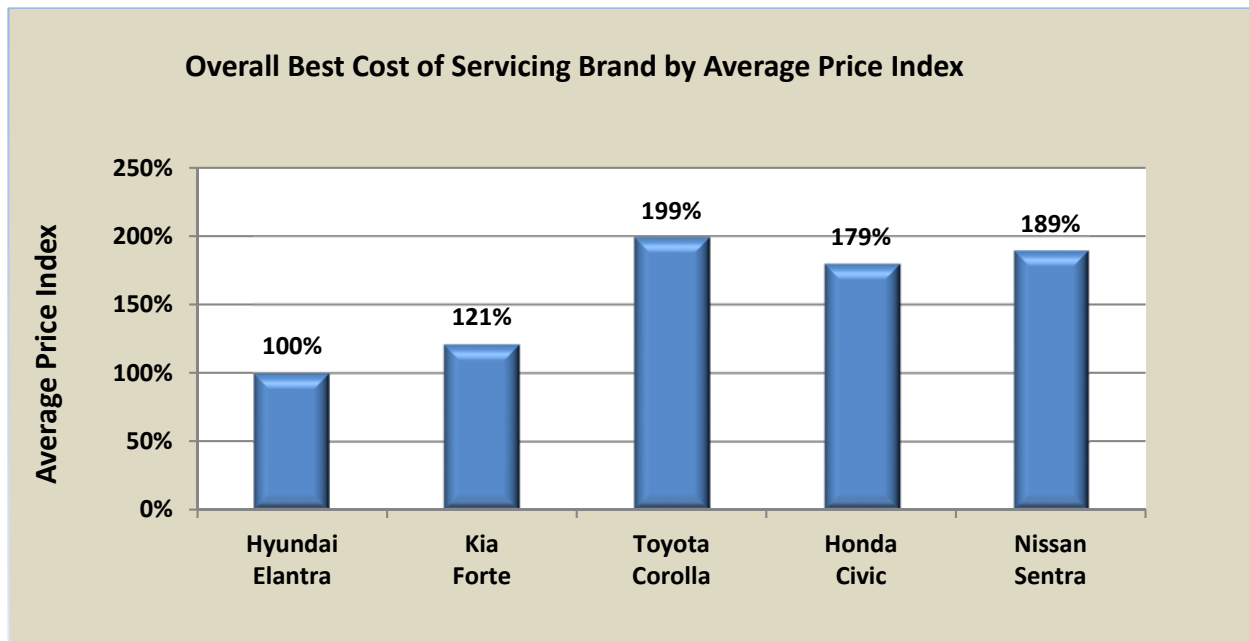
On the basis of Frost & Sullivan’s independent research, *2012 UAE Best Cost of Servicing Award*, **Hyundai Motor Company, UAE** emerges as the best Vehicle Manufacturer in Segment C among surveyed vehicle dealerships. Thus, Hyundai Motor Company, UAE is recognized as the “Overall Best Cost of Servicing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



Survey Results

Hyundai Motor Company, UAE 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, UAE is selected as the recipient of Frost & Sullivan’s 2012 “Overall Best Cost of Service Brand in Segment C” as per the choice of UAE customers and dealerships.



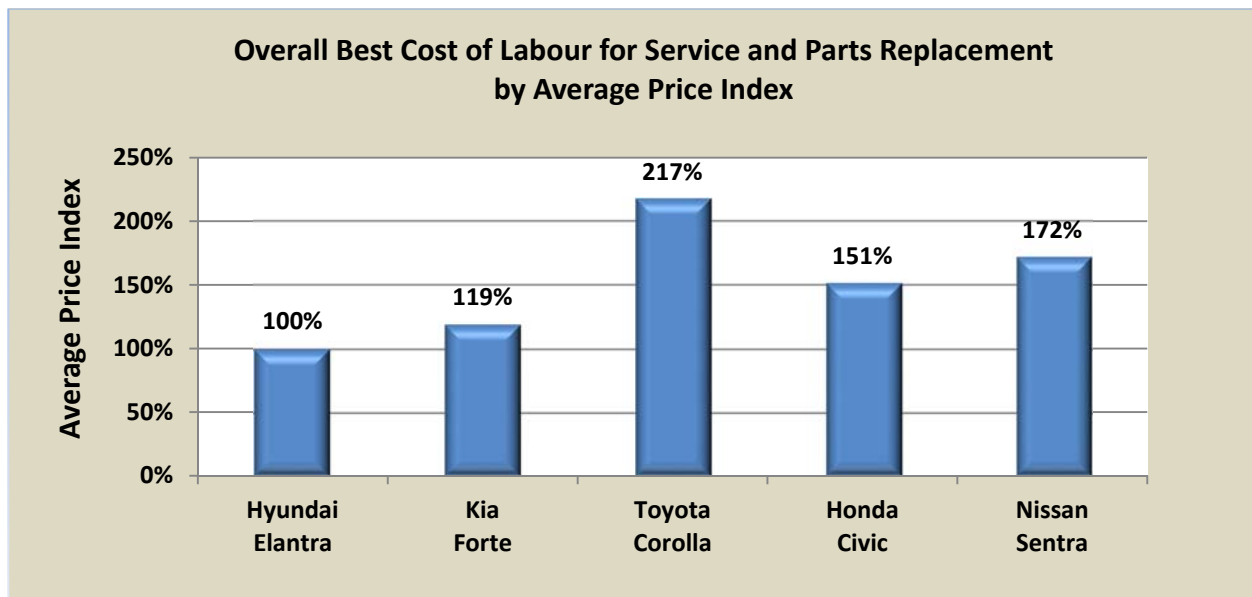
Source: Frost & Sullivan

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, UAE Outranks the Nearest Competitor for Best Labour Cost for Service and Parts Replacement!

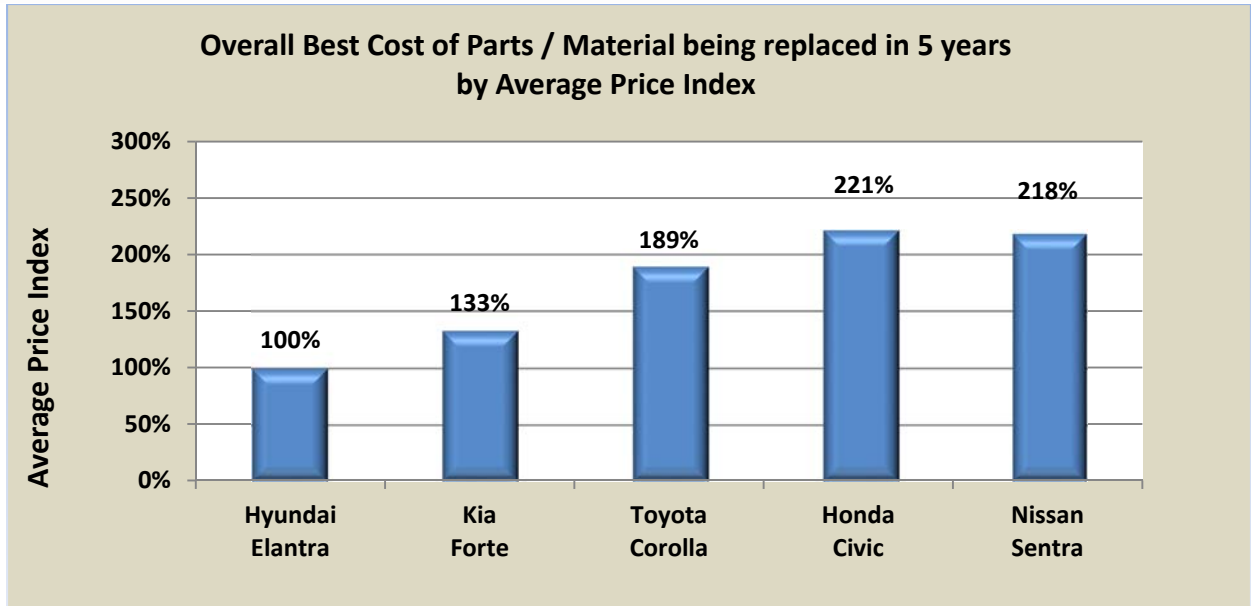
As seen in the below chart, the labour cost of Kia Forte, Honda Civic, Nissan Sentra and Toyota Corolla are 19%, 51%, 72% and 117%, respectively more than Hyundai Elantra. The total labour cost of service and parts replacement is the sum of periodic maintenance labour cost for every service in 5 years 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 193, 210, 235, 732 and 190 Dirhams 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, UAE 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%, 121% and 118% and 89% 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 Dirhams) 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	36	65	110	115	123
Plug Assy-Spark	22	29	25	76	15
Belt-Valve Timing	128	150	250	390	440
Tensioner Assy-Vlv Timing Belt	170	273	310	365	209
Pump Assy-Coolent	62	96	195	180	170
V-Ribbed Belt	14	14	27	29	25
Filter Assy-Engine Oil	234	305	376	426	340
Coil Assy-Ignition	29	38	145	125	95
Filter-Air Cleaner	35	43	58	105	80
Filter Assy-Fuel	100	140	210	230	245
Pad Kit-Fr Disc Brake	125	163	285	325	290
Pad Kit-Rr Disc Brake	81	105	155	178	115
Blade-W/Shld Wiper	119	156	480	650	870
Bearing - Front Wheel	62	70	85	98	112
Brake Fluid	33	42	55	67	63
Engine Coolant	43	48	55	50	70
Engine Oil	36	65	110	115	123

Source: Frost & Sullivan

Table 1.3. Cost of labour (In Dirhams) 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	48	65	78	98	320
Plug Assy-Spark	83	85	85	98	160
Belt-Valve Timing + Pump Assy - Coolent	714	840	1,260	1,838	1,890
V-Ribbed Belt	110	130	180	156	180
Coil Assy-Ignition	125	140	180	195	160
Pad Kit-Fr Disc Brake	137	150	165	156	320
Pad Kit-Rr Disc Brake	137	150	165	156	320
Blade-W/Shld Wiper	30	35	40	59	50
Bearing - Front Wheel	210	240	250	293	280

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 UAE to arrive at the total cost of servicing a vehicle for 5 years using a face to face methodology. Dealerships were selected across 3 across 3 Emirates viz. Abu Dhabi, Dubai and Sharjah. 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, UAE, Kia Motors, UAE, Honda Automobiles, UAE, Toyota UAE 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

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

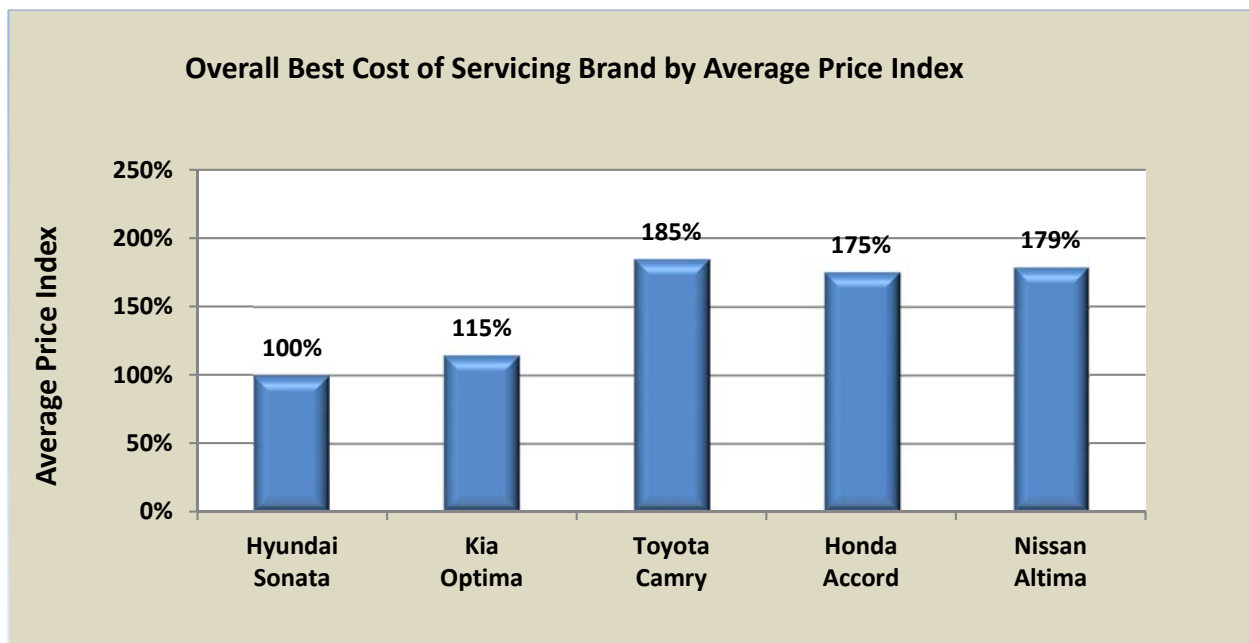
On the basis of Frost & Sullivan’s independent research, *2012 UAE Best Cost of Servicing Award*, **Hyundai Motor Company, UAE** emerges as the best Vehicle Manufacturer in Segment D among surveyed vehicle dealerships. Thus, Hyundai Motor Company, UAE is recognized as the “Overall Best Cost of Servicing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



Survey Results

Hyundai Motor Company, UAE 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, UAE is selected as the recipient of Frost & Sullivan’s 2012 “Overall Best Cost of Service Brand in Segment D” as per the choice of UAE customers and dealerships.



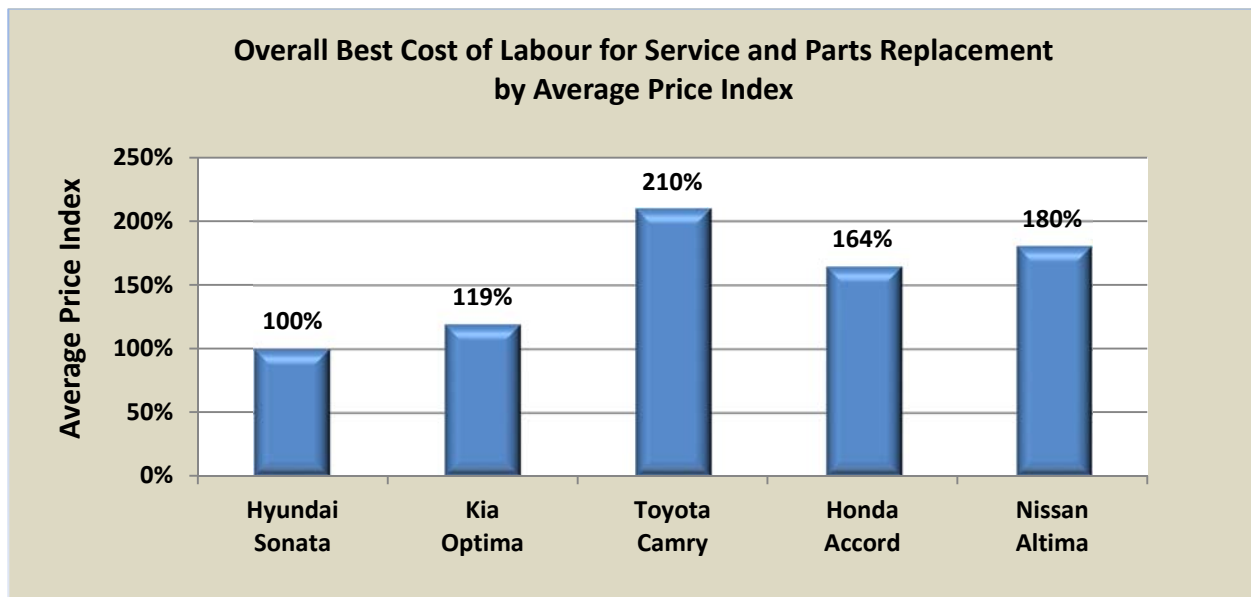
Source: Frost & Sullivan

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, UAE Outranks the Nearest Competitor for Best Labour Cost for Service and Parts Replacement!

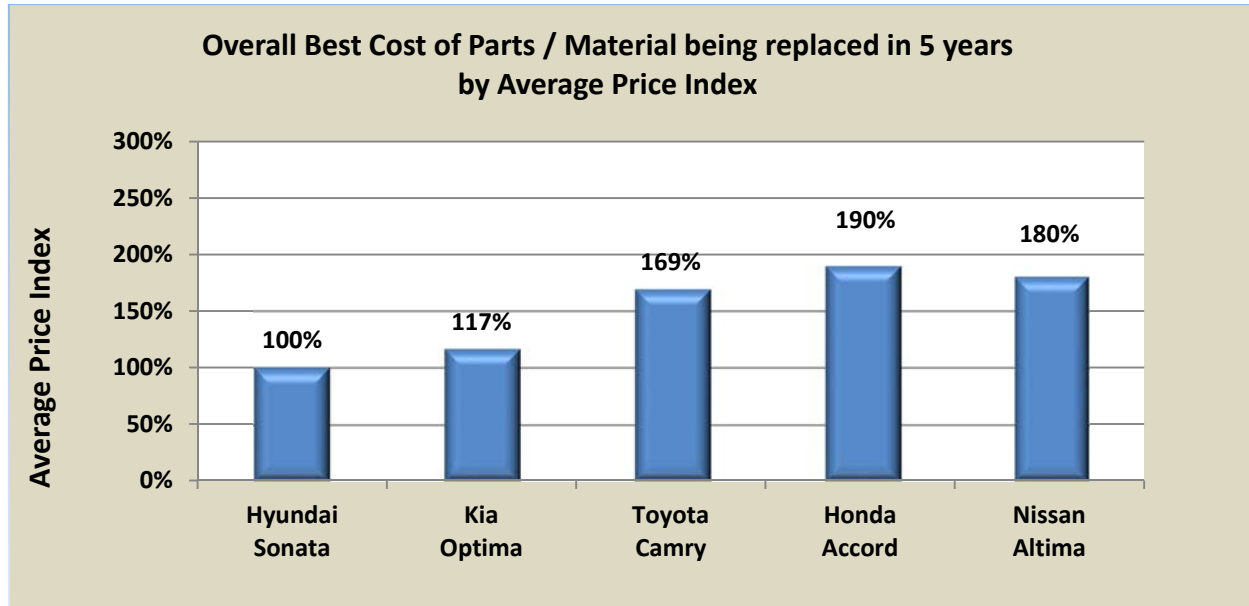
As seen in the below chart, the labour cost of Kia Optima, Toyota Camry, Honda Accord and Nissan Altima are 19%, 110%, 64% and 80%, respectively more than Hyundai Sonata. The total labour cost of service and parts replacement is the sum of periodic maintenance labour cost for every service in 5 years 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 193, 210, 692, 300 and 200 Dirhams 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, UAE 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 17%, 69%, 90% and 80%, 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 Dirhams) 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	36	65	110	115	170
Plug Assy-Spark	16	25	160	130	56
Belt-Valve Timing	170	230	280	396	448
Tensioner Assy-Vlv Timing Belt	428	310	390	420	248
Pump Assy-Coolent	149	187	260	280	190
V-Ribbed Belt	14	14	27	29	25
Filter Assy-Engine Oil	289	305	460	451	330
Coil Assy-Ignition	29	38	145	125	95
Filter-Air Cleaner	35	43	58	105	80
Filter Assy-Fuel	100	140	210	230	245
Pad Kit-Fr Disc Brake	125	163	285	325	290
Pad Kit-Rr Disc Brake	81	105	155	178	132
Blade-W/Shld Wiper	124	156	510	712	916
Bearing - Front Wheel	62	70	85	98	112
Brake Fluid	33	42	55	67	63
Engine Coolant	43	48	55	50	70
Engine Oil	36	65	110	115	170

Source: Frost & Sullivan

Table 1.3. Cost of labour (In Dirhams) 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	48	65	78	98	160
Plug Assy-Spark	83	85	85	98	380
Belt-Valve Timing + Pump Assy - Coolent	785	924	1,386	2,021	2,079
V-Ribbed Belt	110	130	180	156	180
Coil Assy-Ignition	125	140	180	195	160
Pad Kit-Fr Disc Brake	137	150	165	156	320
Pad Kit-Rr Disc Brake	137	150	165	156	320
Blade-W/Shld Wiper	30	35	40	59	50
Bearing - Front Wheel	210	240	250	293	280

Source: Frost & Sullivan

Method Details

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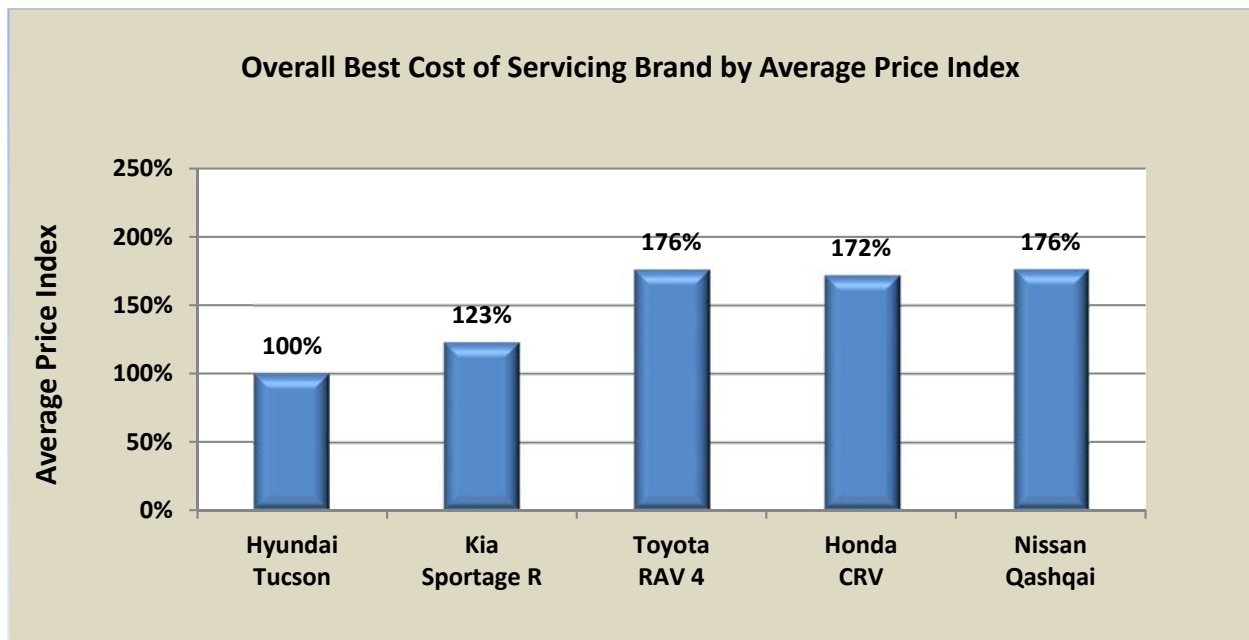
On the basis of Frost & Sullivan’s independent research, *2012 UAE Best Cost of Servicing Award*, **Hyundai Motor Company, UAE** emerges as the best Vehicle Manufacturer in Segment RV C among surveyed vehicle dealerships. Thus, Hyundai Motor Company, UAE is recognized as the “Overall Best Cost of Servicing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



Survey Results

Hyundai Motor Company, UAE Outranks its Nearest Competitors as the Least Cost of Servicing Company!

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, UAE 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 UAE customers and dealerships.



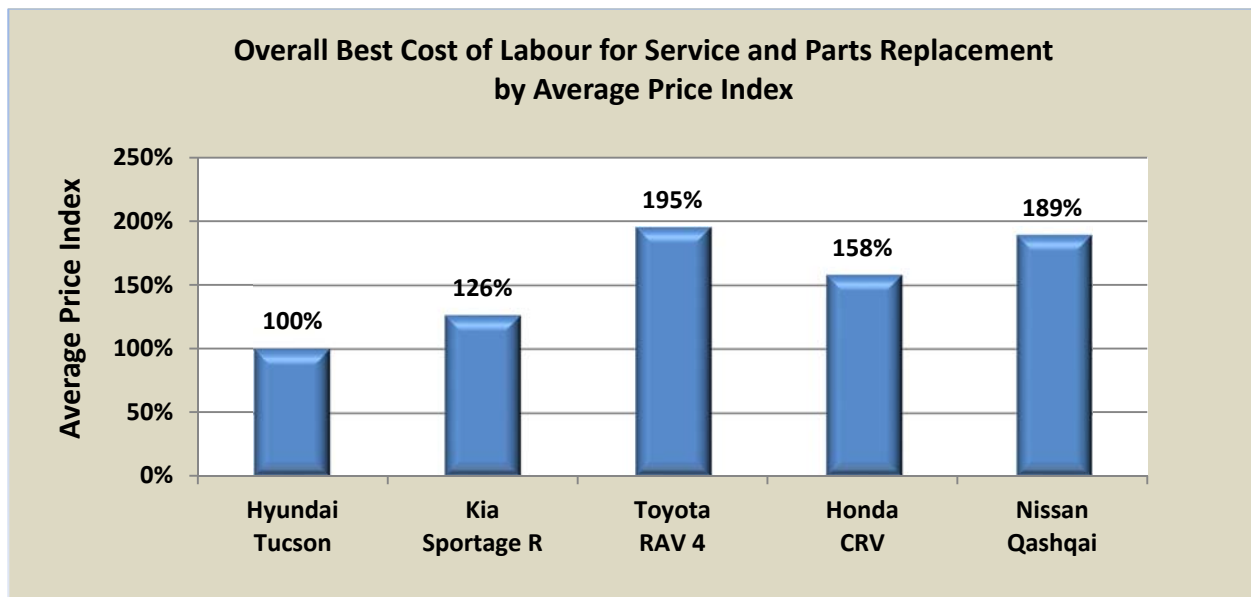
Source: Frost & Sullivan

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Survey Results (Continued)

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

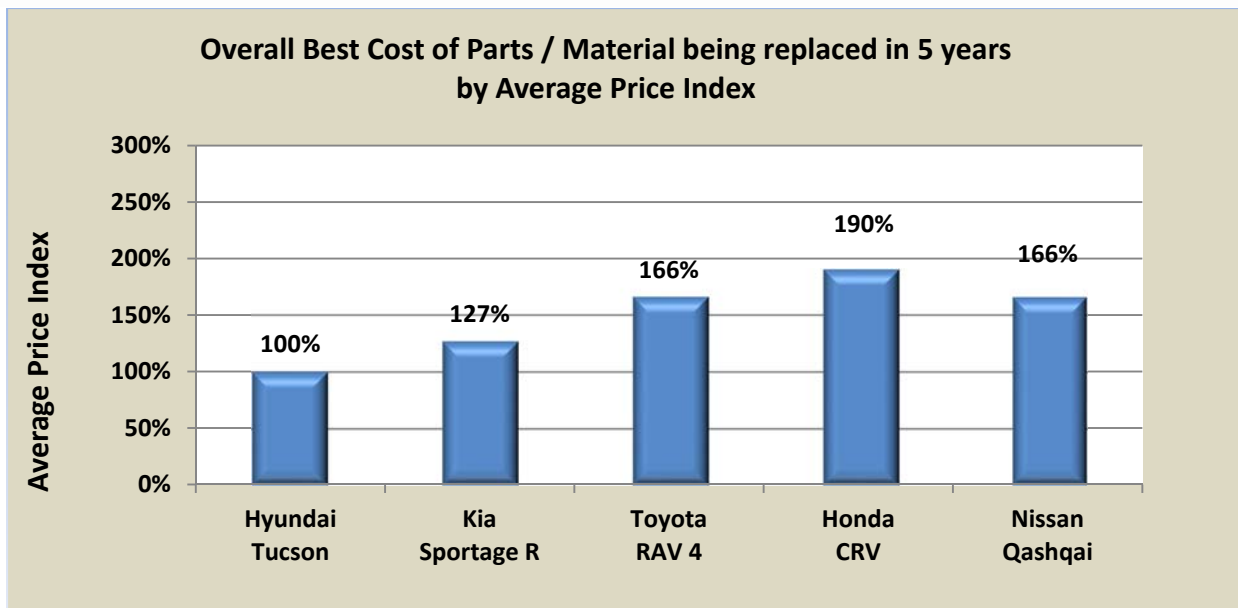
As seen in the below chart, the labour cost of Kia Sportage R, Toyota RAV 4, Honda CRV, Nissan Qashqai are 26%, 95%, 58% and 89%, respectively more than Hyundai Tucson. The total labour cost of service and parts replacement is the sum of periodic maintenance labour cost for every service in 5 years and 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 206, 250, 672, 295 and 200 Dirhams 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, UAE 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%, 66%, 90% and 66%, 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 Dirhams) 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	36	120	110	115	170
Plug Assy-Spark	16	25	188	110	58
Belt-Valve Timing	229	280	310	385	372
Tensioner Assy-Vlv Timing Belt	436	449	380	450	265
Pump Assy-Coolent	149	206	285	345	190
V-Ribbed Belt	14	14	27	29	25
Filter Assy-Engine Oil	314	370	480	560	320
Coil Assy-Ignition	29	38	145	125	95
Filter-Air Cleaner	35	43	58	105	80
Filter Assy-Fuel	100	140	210	230	210
Pad Kit-Fr Disc Brake	125	163	285	325	260
Pad Kit-Rr Disc Brake	128	156	160	185	130
Blade-W/Shld Wiper	124	156	510	712	890
Bearing - Front Wheel	62	70	85	98	112
Brake Fluid	41	55	68	75	80
Engine Coolant	43	48	55	50	70
Engine Oil	36	120	110	115	170

Source: Frost & Sullivan

Table 1.3. Cost of labour (In Dirhams) 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	48	65	78	100	240
Plug Assy-Spark	96	85	85	100	360
Belt-Valve Timing + Pump Assy - Coolent	903	1,063	1,594	2,324	2,391
V-Ribbed Belt	110	130	180	160	180
Coil Assy-Ignition	125	140	180	200	250
Pad Kit-Fr Disc Brake	165	210	185	160	450
Pad Kit-Rr Disc Brake	165	210	185	160	450
Blade-W/Shld Wiper	30	35	40	59	50
Bearing - Front Wheel	210	240	250	293	280

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 UAE to arrive at the total cost of servicing a vehicle for 5 years using a face to face methodology. Dealerships were selected across 3 across 3 Emirates viz. Abu Dhabi, Dubai and Sharjah. 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, UAE, Kia Motors, UAE, Honda Automobiles, UAE, Toyota UAE 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 UAE Best Cost of Servicing Award:
Overall Best Cost of Servicing Brand in Segment RV D is Hyundai Motor Company, UAE**

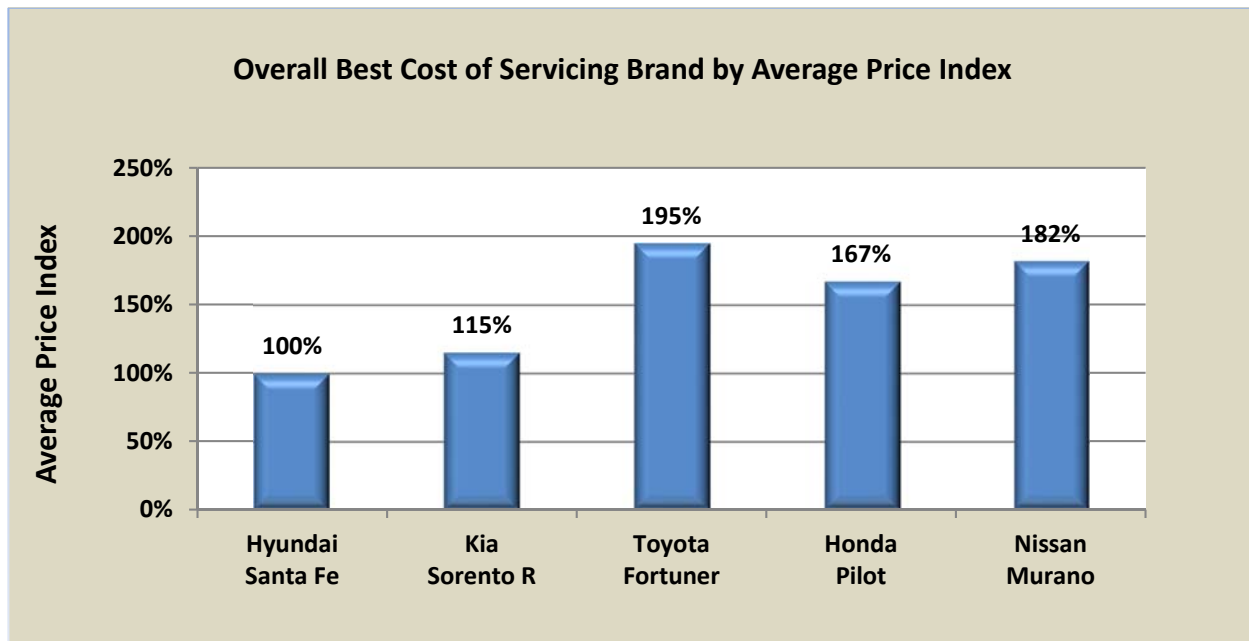
On the basis of Frost & Sullivan’s independent research, *2012 UAE Best Cost of Servicing Award*, **Hyundai Motor Company, UAE** emerges as the best Vehicle Manufacturer in Segment B among surveyed vehicle dealerships. Thus, Hyundai Motor Company, UAE is recognized as the “Overall Best Cost of Servicing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



Survey Results

Hyundai Motor Company, UAE 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, UAE 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 UAE customers and dealerships.



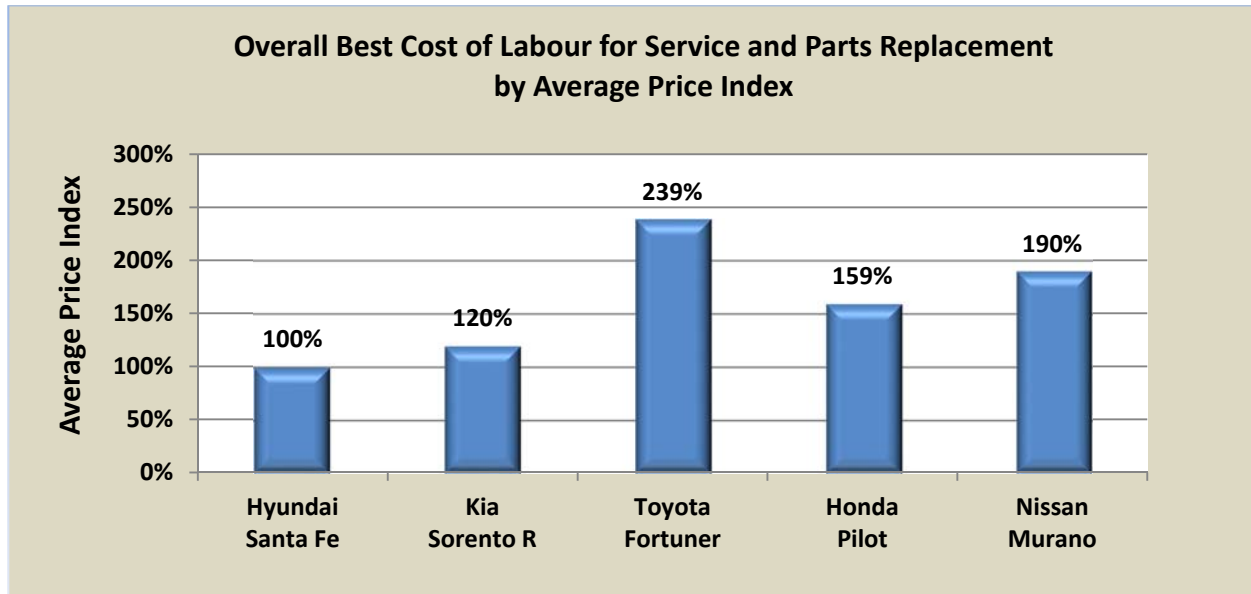
Source: Frost & Sullivan

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, UAE Outranks the Nearest Competitor for Best Labour Cost for Service and Parts Replacement!

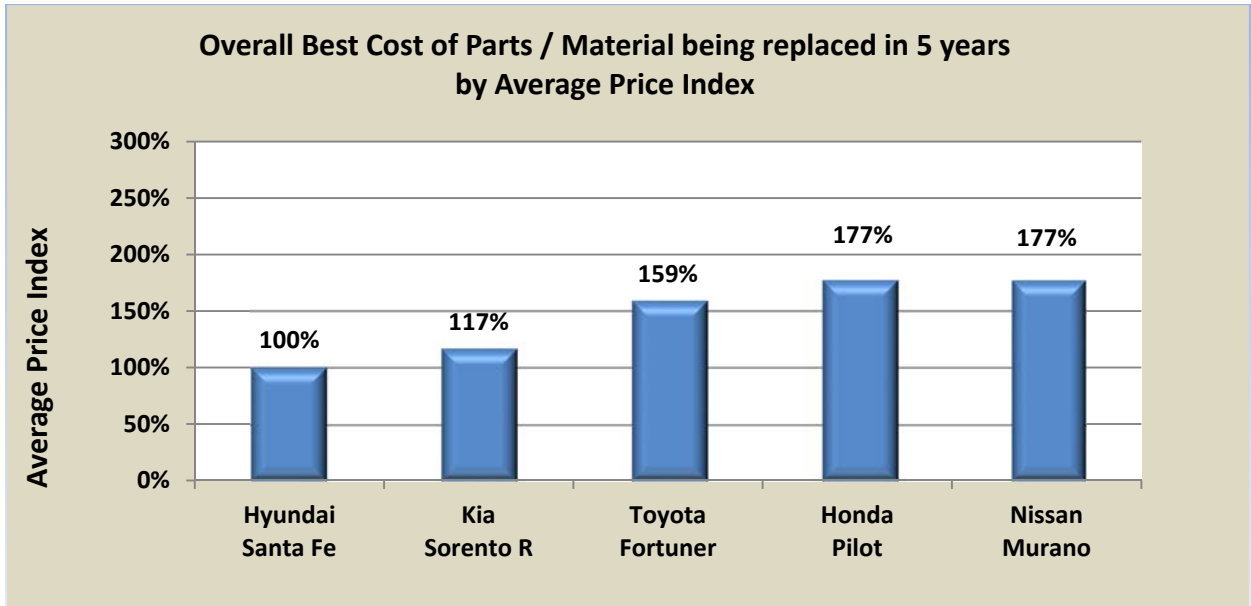
As seen in the below chart, the labour cost of Kia Sorento R, Toyota Fortuner, Honda Pilot and Nissan Murano are 20%, 139%, 59% and 90%, respectively more than Hyundai Santa Fe. The total labour cost of service and parts replacement is the sum of periodic maintenance labour cost for every service in 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 206, 250, 1,057, 335 and 260 Dirhams 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, UAE 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 17%, 59%, 77% and 77%, 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 Dirhams) 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	36	120	110	115	158
Plug Assy-Spark	37	75	188	143	56
Belt-Valve Timing	229	280	315	423	404
Tensioner Assy-Vlv Timing Belt	599	300	560	530	416
Pump Assy-Coolent	181	285	290	360	210
V-Ribbed Belt	14	14	27	29	25
Filter Assy-Engine Oil	371	410	560	580	330
Coil Assy-Ignition	29	38	145	125	95
Filter-Air Cleaner	35	43	58	105	80
Filter Assy-Fuel	100	140	210	230	477
Pad Kit-Fr Disc Brake	125	163	285	245	325
Pad Kit-Rr Disc Brake	128	156	160	185	147
Blade-W/Shld Wiper	138	168	570	850	1,056
Bearing - Front Wheel	62	70	85	98	112
Brake Fluid	41	55	68	75	80
Engine Coolant	43	48	55	50	70
Engine Oil	36	120	110	115	158

Source: Frost & Sullivan

Table 1.3. Cost of labour (In Dirhams) 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	48	65	78	105	240
Plug Assy-Spark	248	85	85	105	360
Belt-Valve Timing + Pump Assy - Coolent	1,039	1,222	1,833	2,673	2,749
V-Ribbed Belt	110	130	180	168	180
Coil Assy-Ignition	125	140	180	210	250
Pad Kit-Fr Disc Brake	165	210	185	160	450
Pad Kit-Rr Disc Brake	165	210	185	160	450
Blade-W/Shld Wiper	30	35	40	59	50
Bearing - Front Wheel	210	240	250	293	280

Source: Frost & Sullivan

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