

SECTOR UPDATE

2026. 7. 6

EV/Mobility Team

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▶ AT A GLANCE

Hyundai Motor (005380 KS, 487,500)

Target price **KRW900,000** **84.6%**

BUY

Kia (000270 KS, 141,500)

Target price **KRW240,000** **69.6%**

BUY



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Autos (OVERWEIGHT)

June global wholesales: Kia to thank for recovery

- In June, Hyundai Motor's (HMC) global wholesale volume fell 5.9% y-y while Kia's rose 9.5% y-y. Despite an additional business day in both domestic and US markets (up one day y-y), HMC continued to underperform y-y.
- Kia's global wholesale sales neared 300,000 units in June, marking its highest-ever monthly volume and offsetting HMC's weakness. Strong sales momentum should also support favorable parts supplier results in 2Q.
- Hyundai Motor Group's (HMG) new business investments are primarily led by HMC, Kia, and Hyundai Mobis. Amid HMC's earnings shortfall, Kia and Hyundai Mobis are helping to sustain momentum, with continued investment anticipated in physical AI initiatives.

WHAT'S THE STORY?

HMC: Hyundai Motor's (HMC) global wholesale volume hit 338,000 units in June (up 3.8% m-m but down 5.9% y-y), due to sluggish sales both at home and abroad (vs Kia Motors). In the domestic market, Kia and Tesla led the EV market.

- **In Korea,** HMC sold 58,000 units (up 28.4% m-m but down 6.2% y-y). Even after accounting for one additional business day (20 → 21 days, +5% y-y), performance remained weak. Sales of the Grandeur and Genesis totaled 18,000 units (up 58.7% m-m and 12.3% y-y), accounting for 30.9% (up 5.9%pts m-m) of HMC's total vehicle sales and driven by the mid-May launch of the Grandeur F/L model (up 80% y-y). Sedan sales hit 24,000 units (up 35.5% m-m and 6.3% y-y), led by the Sonata (up 21.0% y-y), while the Avante continued to decline (down 42.3% y-y). The fully redesigned Avante, unveiled in late June, is scheduled for launch in early August. HMC's sales of SUVs and MPVs combined came to 25,000 units (up 30.3% m-m but down 13.2% y-y). The Palisade rebounded sharply (up 130.7% m-m) as supply constraints eased, but y-y declines persisted (down 23.0% y-y); The Santa Fe and Tucson also remained weak y-y. Genesis sales reached 7,936 units (up 28.8% m-m, but down 24.1% y-y), with key models like the GV80 (down 37.7% y-y) and G80 (down 16.9% y-y) posting significant y-y declines.
- **HMC sold 23,012 xEVs in June** (up 26.3% m-m and 5.5% y-y), of which hybrids accounted for 69.2% or 15,920 units (up 63.6% m-m but down 5.8% y-y) and EVs accounted for 22.8% or 6,633 units (down 18.7% m-m but up 36.1% y-y). Strong EV demand has persisted due to a combination of factors, including deferred demand from early depletion of EV subsidies at the end of last year, rising oil prices, and an expanding lineup of new EV models.

(Continued on the next page)

- By the end of May, EV penetration reached 31.3% (up 15.1%pts y-y). HMC recorded strong y-y growth for the Ioniq 9 (up 72% y-y) and G80 (up 140% y-y).

Overseas, HMC's wholesale volume came to 280,000 units (flat m-m but down 5.8% y-y). US sales remained resilient, but production disruptions occurred due to the fire at Mobis' India plant.

- **US June seasonally adjusted annual rate (SAAR) of demand hit 16.1–16.5m units (flat m-m but up 1–3% y-y):** Business days totaled 25, up one day y-y. Industry demand saw modest recovery in consumer sentiment amid falling fuel prices.
- **US incentive surge:** According to J.D. Power and GlobalData, the industry-wide average incentive in June reached USD3,217 (down 2.4% m-m but up 13% y-y), continuing a sharp upward trend since April. This follows a low base effect from incentive reductions initiated in Apr 2025 due to tariff-related cost pressures, combined with intensified promotional activity—including zero-interest financing programs—to offset declining industry demand.
- **HMC's US retail sales stood at 85,080 units (down 10% m-m but up 11.2% y-y):** HMC saw strong performance from key models such as the Tucson (up 22% y-y) and Palisade (up 23% y-y), along with hybrid lineup growth (up 74% y-y). EV sales declined 29.5% y-y. The March Palisade recall, caused by a software issue, was resolved via OTA updates, restoring sales to normal levels from April onward. Total US sales for 2Q reached 265,000 units (up 18.3% q-q and 4.1% y-y).
- **July global wholesale volume forecast at 340,000 units (down 7% y-y):** We expect HMC's global wholesale volume to remain sluggish in July due to model aging and a lack of competitive EV offerings. In 2Q, HMC's global wholesale sales totaled 989,000 units (up 1.4% q-q but down 7.1% y-y), underscoring persistent weakness even during peak season. 2Q earnings expectations for HMC should be adjusted downwardly.

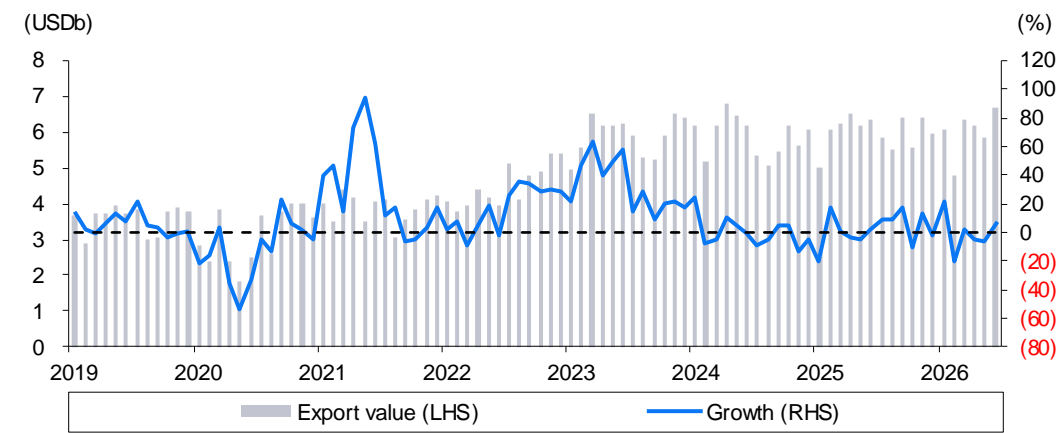
Kia: Kia's global wholesale volume rose 6.3% m-m and 9.5% y-y to 296,000 units in June. In 2Q, the carmaker sold 851,000 vehicles (up 9.2% q-q and 4.1% y-y), the highest quarterly volume ever. Domestic sales rebound strongly, backed by improving performances of SUVs and MPVs (eg, Seltos, Sorento, and Carnival). Growth was seen across most overseas markets.

- **In Korea**, Kia sold 55,000 units (up 21.9% m-m and 18.5% y-y). Even after adjusting for one more business day, we view sales growth robust. Sedan sales reached 12,000 units (up 12.6% m-m and 3.7% y-y) thanks to the strong sale of the Morning (up 59.4% y-y) and the K5 (up 9.6% y-y). Sales of the K8 shrank 18.2% y-y. Kia's sales of SUVs and MPVs combined came to 37,000 units (up 29.5% m-m and 19.3% y-y), driven by solid sales of the Seltos (up 31.1% y-y), the Niro (up 86.7% y-y), the EV3 (up 50% y-y), and the EV9 (up 246.9% y-y).
- Kia sold 32,436 xEVs in June (up 13.7% m-m and 50.3% y-y), of which hybrids accounted for 62.8% or 20,370 units (up 21.7% m-m and 25.6% y-y), backed by the Seltos HEV (launched in late January; 2,093 units; up 89% m-m), the Carnival HEV (up 44.5% y-y), and the Sorento HEV (up 19.3% y-y). EV sales came to 12,066 units (up 2.5% m-m and 124.9% y-y; representing 32.5% of xEV sales in June) based on the lineup expansion—eg, the EV5 (3,192 units; up 23.7% m-m), the EV3 (2,838 units; up 50.6% y-y), the EV4 (1,019 units; down 14.8% y-y), and the EV9 (392 units; up 246.9% y-y).

Overseas, Kia's wholesale volume was up 3.1% m-m and 7.6% y-y to 241,000 units. Volume in Europe continued to recover, while volume in the US increased. Sluggish volume in the Middle East was offset by strength in India and South America. European sales have shifted to a recovery since March, driven by the launch of the EV2 and the sales momentum of the EV4 and EV5.

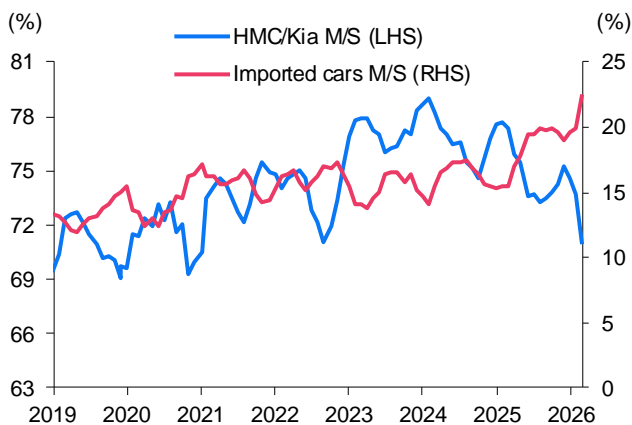
- Kia's US retail sale volume came in at 70,507 units (down 12.4% m-m but up 10.4% y-y). In 2Q, Kia sold 224,000 vehicles in the US (up 25% q-q and 17.7% y-y; the highest quarterly and 1H volume ever). Such robust growth was driven by strong demand for its eco-friendly models in 1H, with sales of EVs and hybrids up 118% and 187% y-y, respectively. Among key models, robust sales growth was observed in Sportage HEV (up 134% y-y), the Carnival HEV (54% y-y), the Telluride (20% y-y), and the Sorento (13% y-y). The second-generation Telluride, launched in February, is a model produced in the US. Kia expects to sell 177,000 Tellurides in 2026 (up 50,000 units from 127,000 units in 2025). Through 1H, cumulative Telluride sales hit 74,000 units (up 20% y-y) or 42% of the full-year target.
- We expect Kia's global wholesale volume to rise 12% y-y to 290,000 units in July. Volume growth is likely to be broad-based across all regions. The carmaker's global wholesale volume came in at 851,000 units (up 9.2% q-q and 4.1% y-y), hitting a record high. Its operating results should remain solid on the back of a weak won and product-mix improvement.

Korea: US-bound export value (Jun: +5.8% y-y)



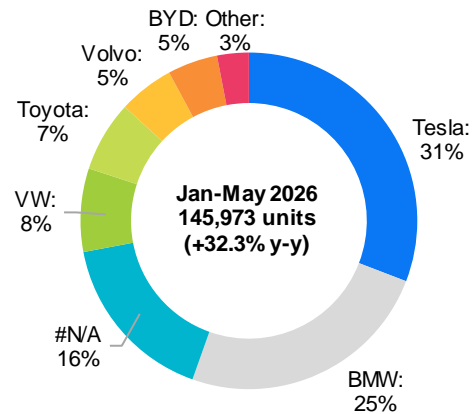
Source: CEIC, Samsung Securities

Korean market: HMG vs imported cars' market share



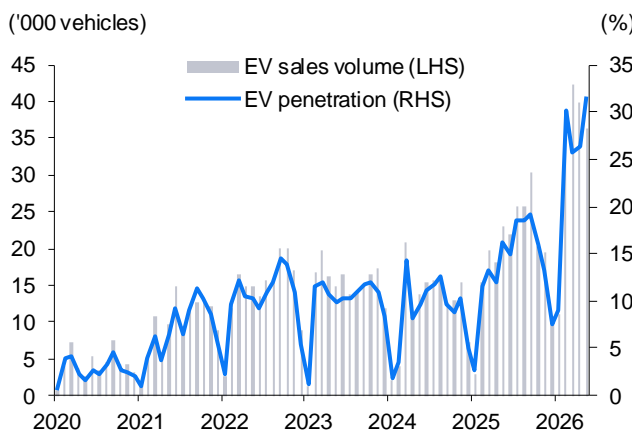
Note: 3-month moving average
Source: MarkLines, Samsung Securities

Korean market: Imported car sales, by OEM



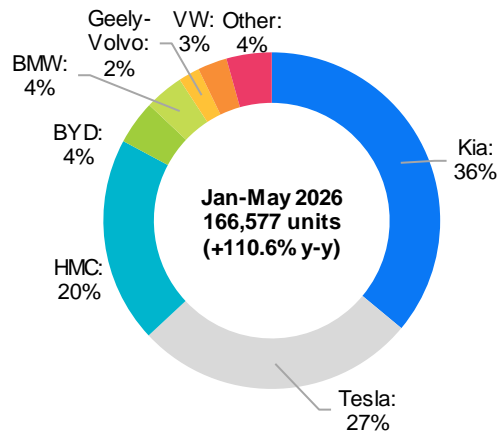
Source: KAIDA, Samsung Securities

Korean market: EV sales volume and penetration



Note: As of May 2026
Source: MarkLines, EV-Volumes, Samsung Securities

Major automakers: Korean EV market shares



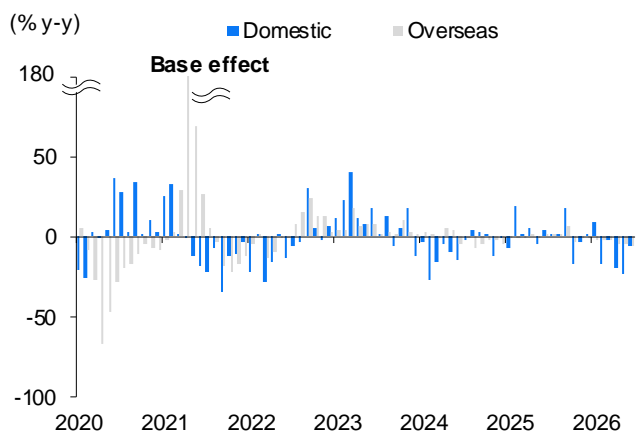
Source: EV-Volumes, Samsung Securities

Shipments, by automaker

	HMC					Kia				
	Jun 2026	Jun 2025	May 2026	Chg (% y-y)	(Chg, % m-m)	Jun 2026	Jun 2025	May 2026	Chg (% y-y)	(Chg, % m-m)
Domestic	58,232	62,064	45,364	-6.2	28.4	54,981	46,325	44,727	18.7	22.9
Oversea	280,081	297,395	280,442	-5.8	-0.1	240,739	223,702	233,542	7.6	3.1
Total	338,313	359,459	325,806	-5.9	3.8	295,720	270,027	278,269	9.5	6.3

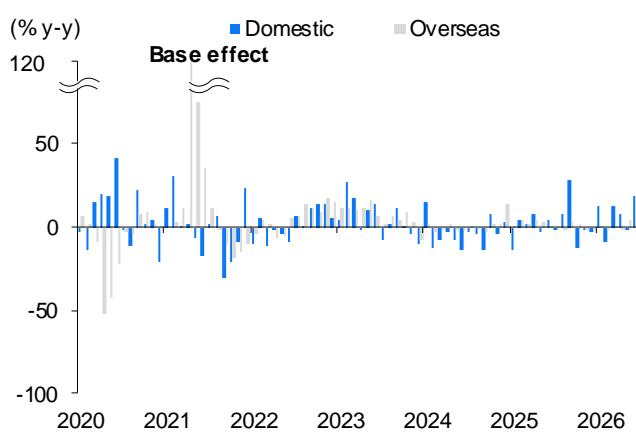
Source: Company data, Samsung Securities

HMC: Monthly change in wholesale volume



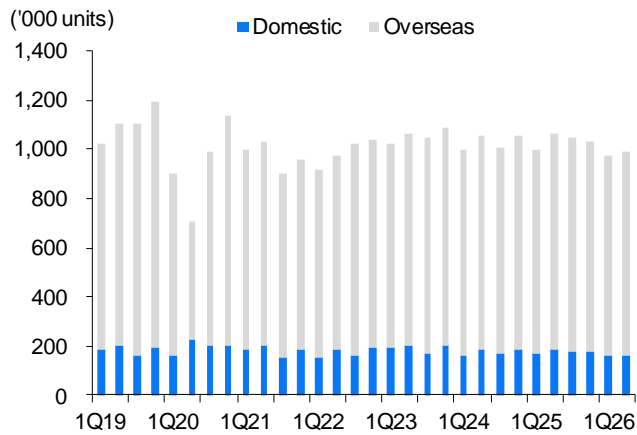
Source: Company data, Samsung Securities

Kia: Monthly change in wholesale volume



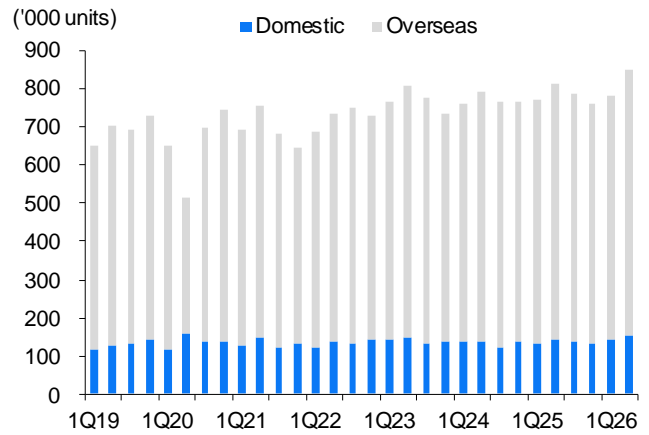
Source: Company data, Samsung Securities

HMC: Quarterly wholesale volume



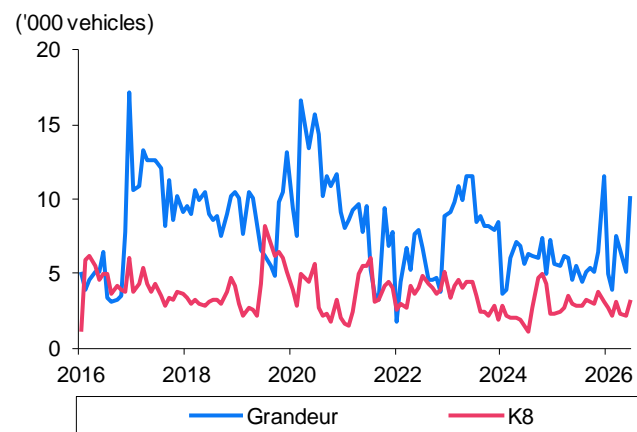
Source: Company data, Samsung Securities

Kia: Quarterly wholesale volume



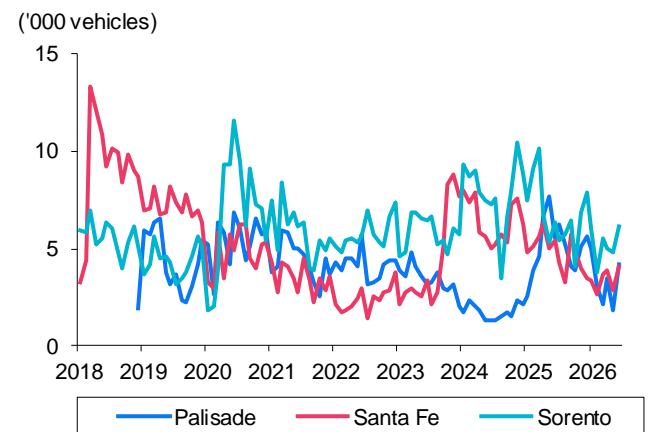
Source: Company data, Samsung Securities

Domestic sales: Grandeur (HMC) vs K8 (Kia; previously K7)



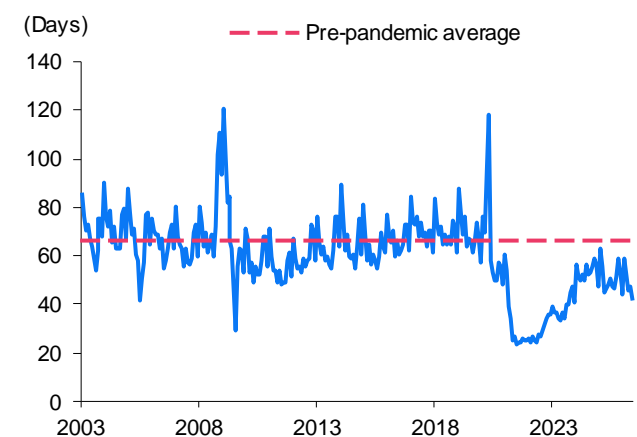
Note: Known as the K7 through end-2020 and the K8 from 2021
Source: Company data, Samsung Securities

Domestic sales: Palisade + Santa Fe (HMC) vs Sorento (Kia)



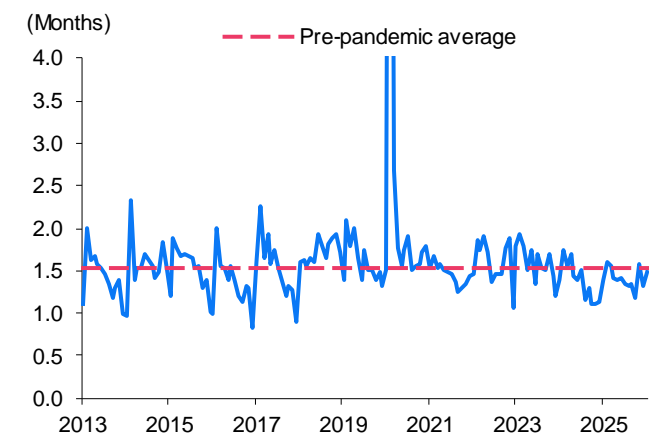
Source: Company data, Samsung Securities

US: Average dealer inventories



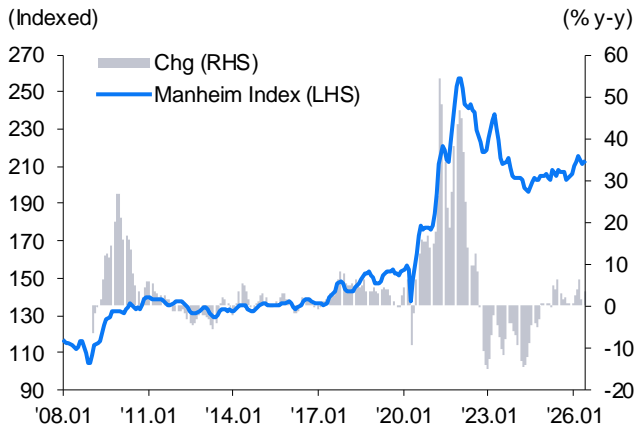
Source: Auto Data Bowl, Samsung Securities

China: Average dealer inventories



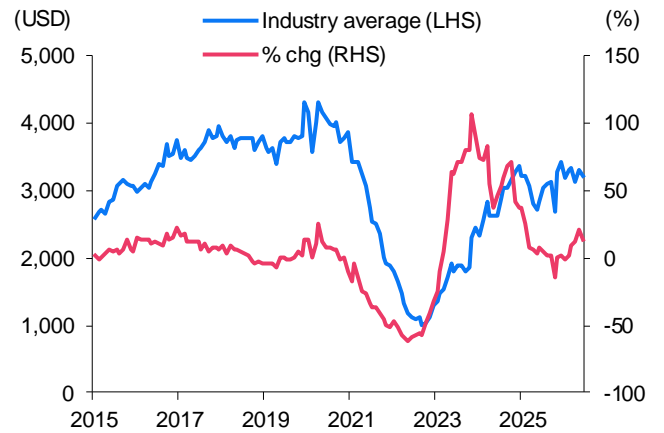
Source: Auto Data Bowl, Samsung Securities

US: Used vehicle value index



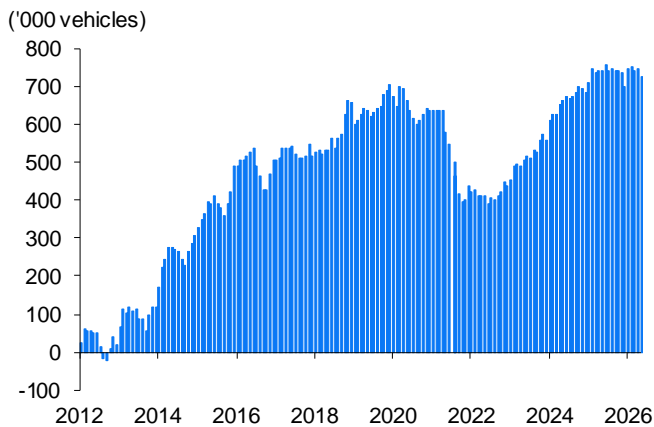
Source: Manheim, Samsung Securities

US: Average incentives per vehicle



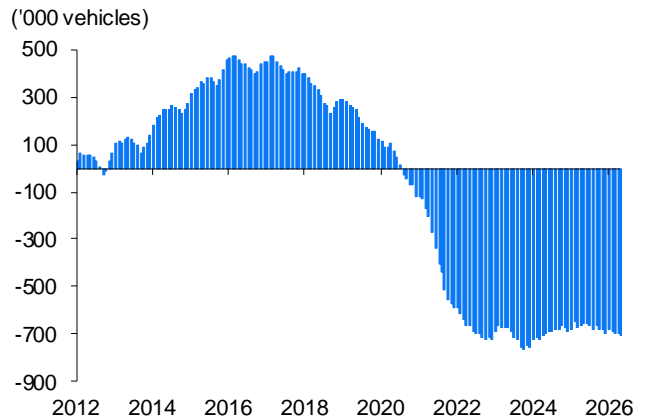
Source: Auto Data Bowl (TrueCar until 2022, J.D. Power and GlobalData as of 2023), Samsung Securities

HMC: Global inventory (shipments less retail sales)



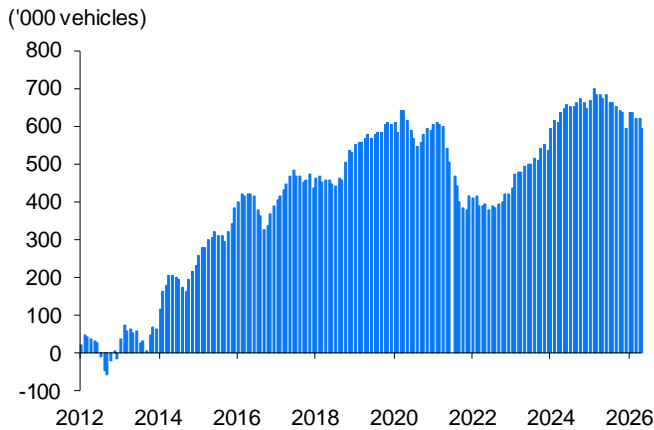
Note: As of May 2026
Source: Company data, Samsung Securities

Kia: Global inventory (shipments less retail sales)



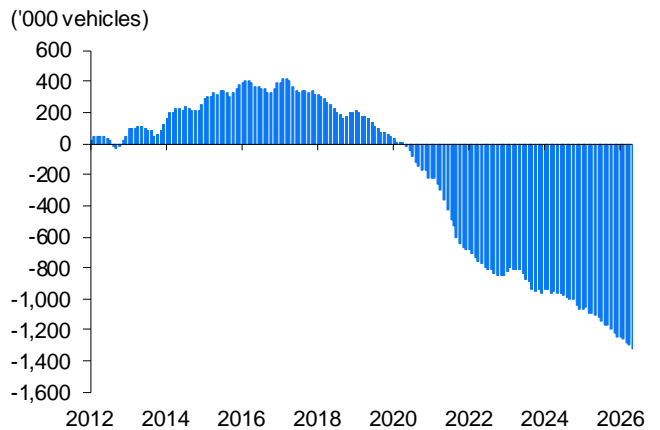
Note: As of May 2026
Source: Company data, Samsung Securities

HMC: Global inventory ex China (shipments less retail sales)



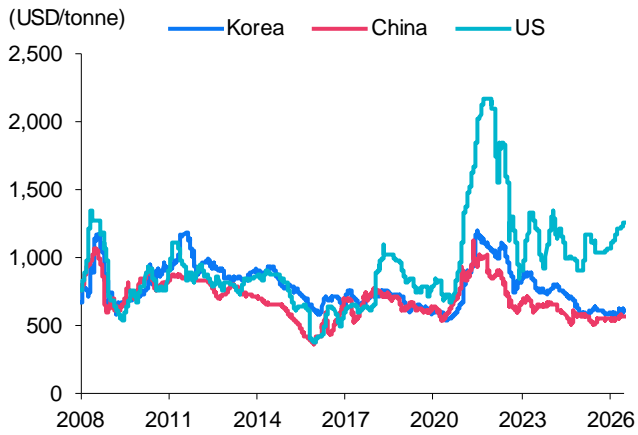
Note: As of May 2026
Source: Company data, Samsung Securities

Kia: Global inventory ex China (shipments less retail sales)



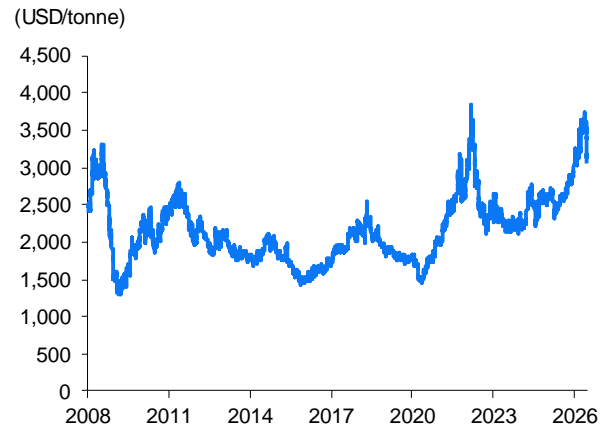
Note: As of May 2026
Source: Company data, Samsung Securities

Cold rolled steel price



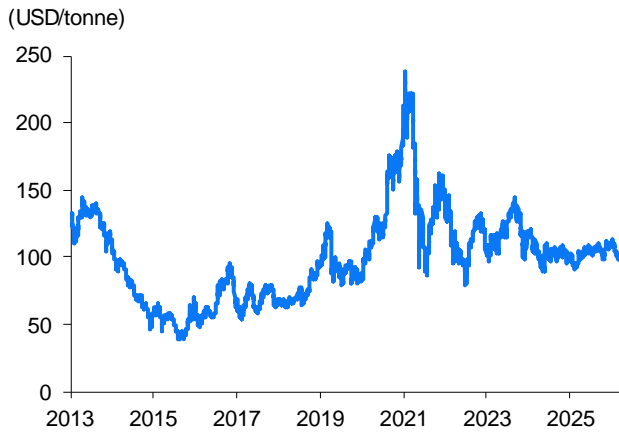
Source: Bloomberg, Samsung Securities

Aluminum price



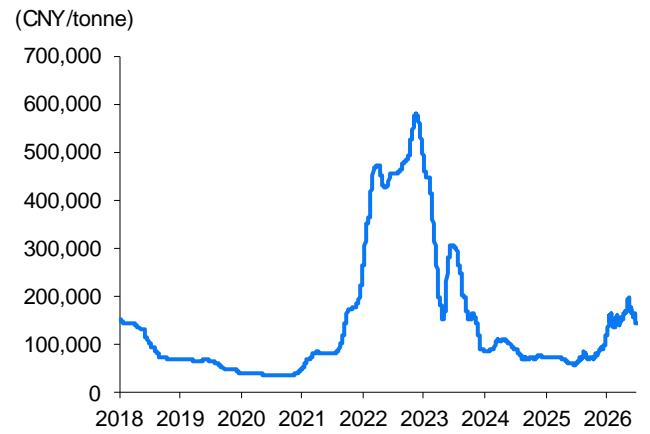
Source: Bloomberg, Samsung Securities

Iron ore price



Source: Bloomberg, Samsung Securities

Lithium carbonate price



Source: Bloomberg, Samsung Securities

HMC: Jun shipments, by model

(Units)	Jun 2026	Jun 2025	Chg (% y-y)	May 2026	Chg (% m-m)
Domestic shipments					
Sedans	23,786	22,372	6.3	17,553	35.5
Avante	4,316	7,485	(42.3)	4,526	(4.6)
Sonata	5,102	4,216	21.0	4,118	23.9
Grandeur	10,062	5,579	80.4	5,183	94.1
G70	228	206	10.7	52	338.5
G80	2,944	3,544	(16.9)	2,220	32.6
G90	361	668	(46.0)	405	(10.9)
Ioniq 6	773	674	14.7	1,049	(26.3)
SUVs/MPVs	25,123	28,958	(13.2)	19,283	30.3
Casper	1,485	1,205	23.2	1,536	(3.3)
Venue	1,123	1,086	3.4	903	24.4
Kona	3,077	2,958	4.0	2,095	46.9
Tucson	3,285	4,453	(26.2)	2,183	50.5
Nexo	459	50	818.0	338	35.8
Ioniq 5	1,694	1,489	13.8	2,575	(34.2)
Ioniq 9	1,318	767	71.8	1,482	(11.1)
Santa Fe	4,068	5,443	(25.3)	2,862	42.1
Palisade	4,211	5,471	(23.0)	1,825	130.7
GV60	135	80	68.8	139	(2.9)
GV70	2,428	3,002	(19.1)	1,798	35.0
GV80	1,840	2,954	(37.7)	1,547	18.9
LCV	6,948	8,229	(15.6)	6,312	10.1
HCV	2,375	2,505	(5.2)	2,216	7.2
Total domestic shipments (A)	23,786	22,372	6.3	17,553	35.5
Total overseas shipments (B)	4,316	7,485	(42.3)	4,526	(4.6)
Total global shipments (A+B)	5,102	4,216	21.0	4,118	23.9

Source: Company data, Samsung Securities

HMC: Retail sales in US, by model

(Units)	Jun 2026	Jun 2025	Chg (% y-y)	Jan-Jun 2026	Jan- Jun 2025	Chg (% y-y)
Elantra	15,179	12,412	22.3	79,839	74,768	6.8
Ioniq 5	2,335	3,172	-26.4	20,730	19,092	8.6
Ioniq 6	38	701	-94.6	1,241	6,322	-80.4
Ioniq 9	857	711	20.5	4,858	1,013	379.6
Kona	6,036	7,117	-15.2	36,169	39,828	-9.2
Palisade	11,336	9,253	22.5	63,453	57,197	10.9
Santa Cruz	1,767	2,048	-13.7	9,981	14,221	-29.8
Santa Fe	10,382	10,230	1.5	64,003	65,078	-1.7
Sonata	6,949	5,095	36.4	37,057	32,986	12.3
Tucson	19,581	16,378	19.6	117,612	113,310	3.8
Venue	3,095	2,584	19.8	15,625	15,463	1.0
Genesis	7,525	6,823	10.3	39,088	37,362	4.6
Total	85,080	76,524	11.2	489,656	476,640	2.7

Source: Company data, Samsung Securities

Kia: Jun shipments, by model

(Units)	Jun 2026	Jun 2025	Chg (% y-y)	May 2026	Chg (% m-m)
Domestic shipments					
Sedans	12,367	11,925	3.7	10,979	12.6
Morning	1,919	1,204	59.4	2,234	(14.1)
Ray	4,159	4,260	(2.4)	3,419	21.6
EV4	1,019	1,073	(5.0)	1,196	(14.8)
K5	3,150	2,873	9.6	2,237	40.8
K8	1,981	2,423	(18.2)	1,752	13.1
K9	139	92	51.1	141	(1.4)
RV	37,131	31,133	19.3	28,683	29.5
EV3	2,838	1,884	50.6	3,021	(6.1)
EV5	3,192	-	n/a	2,581	23.7
EV6	820	727	12.8	905	(9.4)
EV9	392	113	246.9	263	49.0
Carnival	6,267	6,714	(6.7)	4,543	37.9
Seltos	6,685	5,100	31.1	3,169	110.9
Niro	1,880	1,007	86.7	1,355	38.7
Sportage	6,176	6,363	(2.9)	4,760	29.7
Sorento	8,561	7,923	8.1	7,836	9.3
Tasman	320	1,302	(75.4)	250	28.0
Commercial vehicles	5,010	2,945	70.1	5,051	(0.8)
PV5	2,349	-	n/a	2,303	2.0
Military vehicles	473	322	46.9	14	3,278.6
Total domestic shipments (A)	54,981	46,325	18.7	44,727	22.9
Total overseas shipments (B)	240,739	223,702	7.6	233,542	3.1
Total global shipments (A+B)	295,720	270,027	9.5	278,269	6.3

Source: Company data, Samsung Securities

Kia: Retail sales in US, by model

(Units)	Jun 2026	Jun 2025	Chg (% y-y)	Jan-Jun 2026	Jan-Jun 2025	Chg (% y-y)
EV9	1,299	913	42.3	7,035	4,938	42.5
EV6	584	680	-14.1	4,043	5,875	-31.2
K4/Forte	10,553	11,564	-8.7	73,579	75,535	-2.6
K5	6,378	5,613	13.6	38,394	34,565	11.1
Soul	3	4,737	-99.9	3,480	26,126	-86.7
Niro	2,048	1,966	4.2	13,767	11,788	16.8
Seltos	6,627	4,259	55.6	32,504	24,939	30.3
Sportage	15,995	12,630	26.6	94,907	87,172	8.9
Sorento	8,602	7,050	22.0	49,348	50,919	-3.1
Telluride	11,432	9,239	23.7	73,602	61,502	19.7
Carnival	6,986	5,198	34.4	40,068	33,152	20.9
Total	70,507	63,849	10.4	430,727	416,511	3.4

Source: Company data, Samsung Securities

(Appendix) Valuations: Global automakers

Company	Currency	Price	Performance (%)			Market cap		PER (x)			PBR (x)			ROE (%)		
			1M	3M	1Y	(Local b)	(USD\$b)	2026E	2026E	2027E	2026E	2026E	2027E	2026E	2026E	2027E
Automakers																
Toyota	JPY	2,723	(6.3)	(17.8)	11.0	39,734.9	244.1	9.5	9.1	8.1	0.9	0.8	0.8	10.2	9.3	10.2
Honda	JPY	1,469	4.7	14.2	5.2	6,656.7	40.9	n/a	14.3	7.2	0.5	0.5	0.5	(2.1)	3.6	6.9
Nissan	JPY	303.6	(19.1)	(12.3)	(11.2)	1,127.6	6.9	n/a	40.0	7.1	0.2	0.2	0.2	(11.0)	0.8	3.4
Tata	INR	351.3	(8.7)	16.0	(15.1)	1,293.7	13.7	168.8	10.6	6.7	1.1	1.0	0.9	0.7	9.2	13.2
Junuti Suzuki	INR	14,352.0	10.9	14.7	15.4	4,512.3	47.7	28.0	25.8	23.2	4.2	3.9	3.6	15.6	14.7	15.5
GM	USD	77.1	(6.8)	2.7	48.1	69.5	69.5	6.0	5.5	5.8	1.1	0.9	0.8	17.8	17.4	14.9
Ford	USD	13.9	(16.4)	19.0	22.5	55.4	55.4	8.4	7.7	7.0	1.5	1.3	1.2	15.9	18.6	18.0
Stellantis	USD	5.7	(26.6)	(22.7)	(43.8)	16.7	16.7	6.7	3.9	2.9	0.3	0.2	0.2	2.7	5.3	6.7
Tesla	USD	420.6	1.1	10.3	39.9	1,579.7	1,579.7	223.6	171.5	124.1	16.1	14.8	13.3	6.4	7.6	9.4
Rivian	USD	17.4	2.4	16.1	28.8	21.9	21.9	n/a	n/a	n/a	6.1	11.9	46.9	(86.2)	(100.5)	(420.6)
Lucid	USD	6.7	0.6	(30.0)	(67.0)	2.6	2.6	n/a	n/a	n/a	26.2	n/a	n/a	(274.9)	(570.1)	n/a
Canoo	USD	0.0	50.0	(90.0)	(99.8)	0.0	0.0	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Nio	USD	5.1	(15.4)	(18.4)	44.2	12.7	12.7	n/a	34.9	16.1	11.9	8.8	5.8	(0.9)	52.8	34.9
Xpeng	USD	13.2	(23.0)	(24.4)	(27.5)	12.7	12.7	n/a	41.3	18.3	2.9	2.8	2.5	(4.2)	5.0	11.0
Li Auto	USD	11.7	(19.3)	(36.1)	(56.2)	12.4	12.4	n/a	18.2	11.7	1.6	1.6	1.4	(0.9)	4.7	7.1
Volkswagen	EUR	72.1	(22.1)	(19.7)	(20.9)	35.8	40.8	3.7	3.0	2.5	0.2	0.2	0.2	5.0	5.9	6.6
Porsche	EUR	43.5	(7.7)	10.2	2.5	39.6	45.2	24.1	18.6	14.5	1.7	1.6	1.5	6.9	8.8	10.6
Mercedes-Benz Group	EUR	43.8	(15.1)	(17.4)	(11.3)	42.2	48.2	7.8	6.1	5.2	0.4	0.4	0.4	5.6	6.8	7.6
BMW	EUR	57.3	(22.7)	(27.5)	(23.9)	35.3	40.3	8.1	6.0	5.0	0.4	0.4	0.3	5.2	6.2	6.7
Renault	EUR	25.1	(11.8)	(16.5)	(37.6)	7.4	8.5	4.1	3.9	3.7	0.3	0.3	0.3	7.5	7.5	7.2
Ferrari	EUR	324.4	8.6	8.9	(21.9)	57.6	65.7	33.5	30.2	27.8	12.9	11.3	9.8	40.0	38.7	36.7
Great Wall	HKD	8.8	(17.3)	(29.7)	(27.1)	129.7	16.5	5.7	4.8	4.2	0.7	0.6	0.6	12.0	12.7	12.9
BYD	HKD	72.5	(20.2)	(30.8)	(40.9)	773.1	98.6	14.2	11.2	9.3	2.0	1.8	1.6	15.0	16.7	16.9
BAIC	HKD	0.8	(35.0)	(50.0)	(59.8)	6.3	0.8	n/a	n/a	n/a	0.1	0.1	0.1	(2.8)	(1.3)	(1.2)
Guangzhou	HKD	2.1	(21.2)	(32.5)	(27.5)	50.2	6.4	n/a	n/a	15.4	0.2	0.2	0.2	(1.9)	(0.3)	0.5
Geely	HKD	16.9	(10.8)	(23.3)	5.6	181.8	23.2	7.2	6.0	5.2	1.4	1.2	1.0	20.3	21.0	21.3
SAIC	CNY	9.9	(19.2)	(33.5)	(38.2)	113.3	16.7	9.9	8.6	7.5	0.4	0.4	0.3	3.7	4.3	4.6
Changan	CNY	7.2	(10.7)	(28.1)	(43.4)	64.3	9.5	14.8	11.2	10.6	0.9	0.8	0.8	6.0	7.1	7.4
HMC	KRW	488,500	(35.9)	(0.2)	132.6	100,024.2	64.4	11.0	10.0	9.1	1.0	0.9	0.9	8.8	9.0	8.9
Kia	KRW	141,000	(17.7)	(8.9)	42.9	55,048.2	35.4	6.5	6.0	5.6	0.8	0.7	0.7	13.2	13.1	12.7

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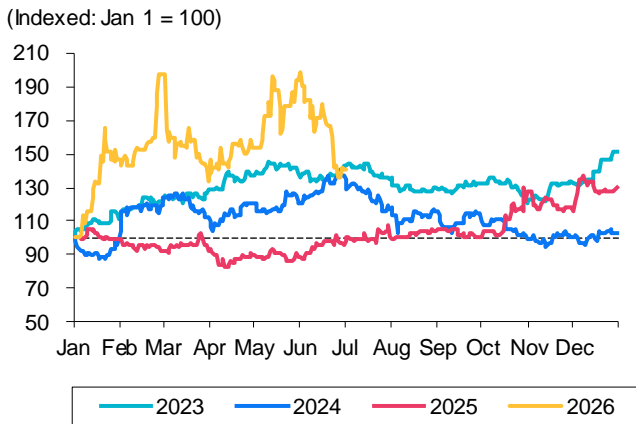
(Appendix) Valuations: Global parts makers, tire makers, ride-hailing firms, and ETFs

Company	Currency	Price	Performance (%)			Market cap		PER (x)			PBR (x)			ROE (%)		
			1M	3M	1Y	(Local b)	(USDb)	2026E	2026E	2027E	2026E	2026E	2027E	2026E	2026E	2027E
Parts makers																
Continental	EUR	72.0	1.8	15.6	29.9	14.4	16.4	11.2	9.7	8.8	3.1	2.6	2.3	28.9	28.3	26.2
Valeo	EUR	12.8	(2.8)	17.1	38.5	3.1	3.6	9.5	6.9	5.5	0.9	0.8	0.7	9.1	11.8	13.6
Autoliv	EUR	101.0	(7.3)	9.8	4.7	7.6	8.6	10.9	9.5	8.5	3.1	2.8	2.4	29.3	32.2	30.1
Faurecia	EUR	8.7	(22.2)	(14.2)	(0.2)	1.7	2.0	n/a	6.6	4.1	0.6	0.6	0.5	(0.9)	8.5	12.0
JCI	USD	146.1	9.1	8.5	39.6	89.1	89.1	29.9	25.3	22.0	6.5	5.9	5.2	21.8	23.7	24.5
Magna	USD	65.7	0.8	16.2	64.0	17.7	17.7	9.7	8.7	8.1	1.5	1.4	1.3	14.8	15.3	14.7
BorgWarner	USD	66.4	(6.6)	21.7	90.8	13.6	13.6	12.8	11.3	9.9	2.3	2.0	1.8	17.5	17.9	18.5
Visteon	USD	99.2	(16.0)	7.1	0.4	2.6	2.6	11.5	9.8	8.0	1.6	1.5	1.4	14.6	15.9	18.1
Denso	JPY	1,880	0.6	(3.8)	(3.2)	5,471.2	33.6	12.2	11.3	9.9	1.0	0.9	0.8	8.2	8.0	8.6
NiJun	JPY	2,736	(5.6)	29.5	(0.3)	3,262.9	20.1	24.3	16.9	14.8	1.7	1.6	1.4	7.5	9.7	10.0
Toyota Ind.	JPY	20,450	0.0	0.1	25.5	6,663.4	40.9	27.8	22.5	20.9	1.1	1.1	1.0	4.2	4.7	4.9
Sumitomo E.	JPY	2,831	(14.1)	22.2	262.8	8,990.6	55.2	28.2	27.6	22.8	3.5	3.1	2.8	13.2	12.1	13.8
Aisin Seiki	JPY	2,167	(6.8)	(3.7)	18.7	1,573.3	9.7	11.1	9.3	7.9	0.8	0.7	0.7	7.2	7.6	8.5
Mobis	KRW	494,250	(35.6)	22.0	71.6	44,844.6	28.9	10.5	9.3	8.7	0.8	0.8	0.7	8.3	8.7	8.5
Hyundai AutoEver	KRW	520,000	(45.0)	33.0	207.0	14,260.5	9.2	66.5	51.4	40.3	7.1	6.4	5.6	11.1	13.0	14.7
Wia	KRW	64,300	(28.9)	(20.4)	38.4	1,748.6	1.1	9.7	8.0	7.8	0.5	0.4	0.4	4.8	5.7	5.5
Hanon	KRW	3,795	(27.3)	(3.6)	28.6	3,894.7	2.5	18.1	14.4	11.2	1.0	0.9	0.8	5.6	6.7	7.6
Mando	KRW	48,350	(24.1)	(5.4)	43.5	2,270.4	1.5	11.8	9.9	8.6	0.8	0.8	0.7	7.0	7.9	8.5
Huayu	CNY	15.6	(8.2)	(21.3)	(12.2)	49.2	7.2	6.6	6.2	5.8	0.7	0.6	0.6	10.9	11.0	10.9
Nexteer	HKD	3.8	(23.6)	(26.7)	(33.2)	9.6	1.2	8.5	7.3	5.9	0.5	0.5	0.5	6.7	7.8	8.2
Tire makers																
Bridgestone	JPY	3,388	(0.9)	0.6	14.0	4,519.7	27.8	12.1	10.8	9.6	1.1	1.1	1.0	9.1	9.8	10.2
Sumitomo R.	JPY	2,116	4.8	0.7	27.7	556.5	3.4	9.9	7.7	6.8	0.7	0.7	0.7	8.1	9.3	10.1
Yokohama	JPY	7,401	5.9	20.3	84.8	1,231.5	7.6	9.7	8.9	7.9	1.1	0.9	0.9	11.3	11.5	11.5
Michelin	EUR	33.8	7.5	12.8	7.2	23.2	26.5	12.7	10.5	9.4	1.3	1.2	1.2	9.9	11.2	11.8
Goodyear	USD	6.6	10.7	(1.6)	(38.1)	1.9	1.9	n/a	9.4	5.4	0.5	0.5	0.5	(0.0)	7.0	10.1
Hankook	KRW	62,300	(8.8)	10.3	54.4	7,717.4	5.0	5.6	5.2	4.9	0.6	0.6	0.5	10.6	10.7	10.8
Kumho	KRW	5,030	6.7	(19.1)	10.1	1,444.9	0.9	4.0	3.8	3.5	0.6	0.5	0.5	16.3	14.6	14.0
Nexen	KRW	6,780	1.0	(8.0)	8.7	662.2	0.4	4.1	3.8	3.3	0.3	0.3	0.3	7.9	8.0	8.4
Cheng Shin	TWD	30.0	(9.1)	(5.5)	(21.8)	97.2	3.0	18.8	18.6	n/a	1.1	1.1	n/a	5.8	5.8	n/a
Ride hailing																
UBER	USD	72.2	(2.2)	0.6	(21.7)	146.9	146.9	22.2	16.1	13.1	5.0	4.1	3.3	21.0	27.0	27.2
LYFT	USD	14.6	(1.7)	9.9	(9.8)	5.7	5.7	11.2	8.5	7.6	1.9	1.6	1.4	11.9	14.9	16.3
ETF																
Global X Autonomous	USD	38.6	(7.2)	24.8	65.3	0.4	0.4	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
ARK Autonomous Tech	USD	132.2	(5.5)	15.5	53.4	2.2	2.2	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
iShares Self-Driving EV	USD	38.1	(15.5)	(2.0)	23.7	0.1	0.1	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Kraneshares Electric Vehicle	USD	31.5	(11.7)	(2.1)	44.0	0.1	0.1	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Evolve Automobile InJunation	CAD	32.7	(10.4)	29.4	54.8	0.0	0.0	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a

Note: As of Jun 30, close

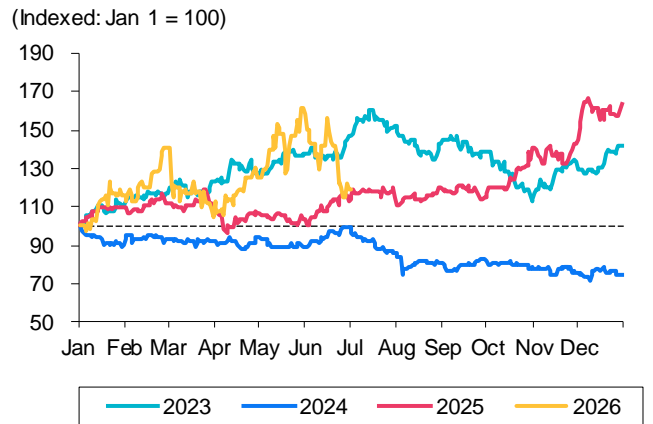
Source: Bloomberg, Samsung Securities

Korean auto index



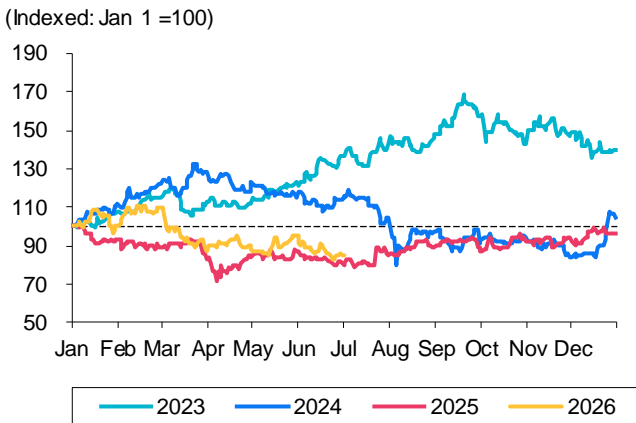
Note: Average of HMC and Kia
Source: Bloomberg, Samsung Securities

Korean auto parts index



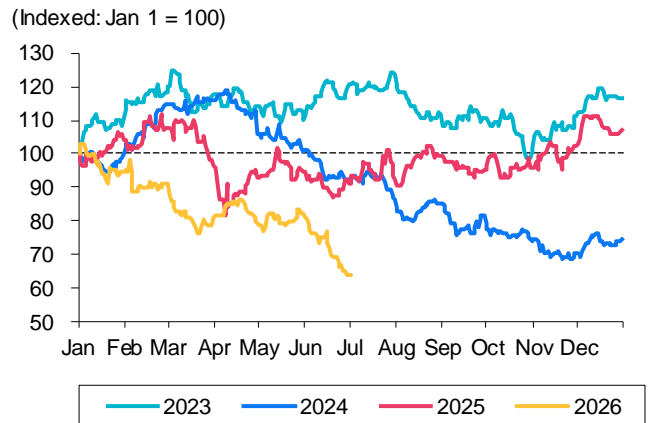
Note: Average of 9 covered auto parts firms, including Mobis, AutoEver, and Mando
Source: Bloomberg, Samsung Securities

Japanese auto index



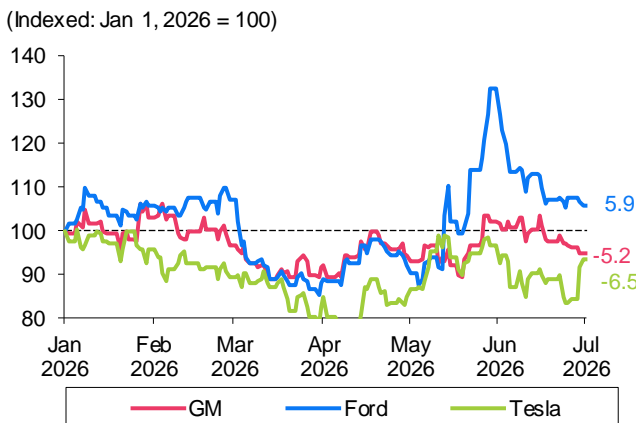
Note: Average of Toyota, Honda, and Nissan
Source: Bloomberg, Samsung Securities

European auto index



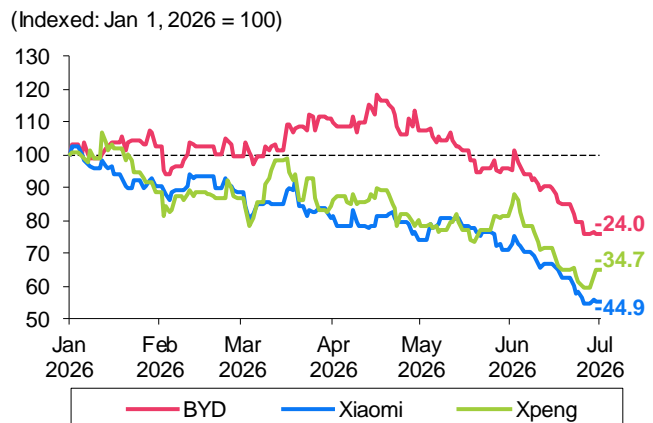
Note: Average of VW, Stellantis, BMW, and MBG
Source: Bloomberg, Samsung Securities

US auto index



Source: Bloomberg, Samsung Securities

China auto index

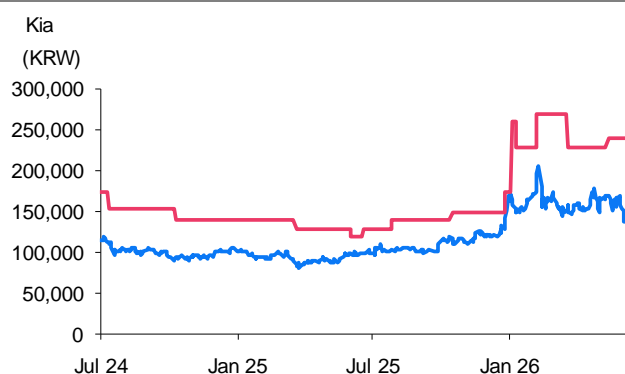
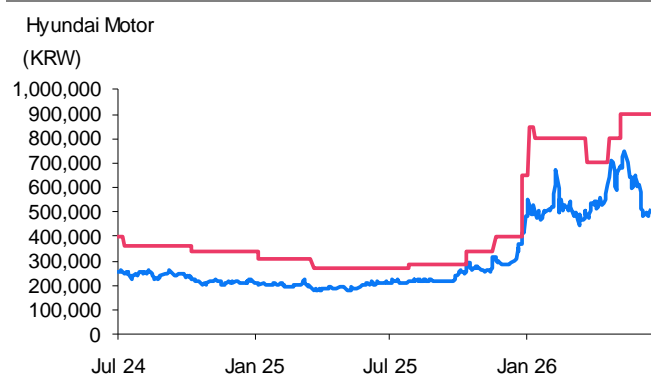


Source: Bloomberg, Samsung Securities

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Target price changes in past two years



Rating changes over past two years (adjusted share prices)

Hyundai Motor												
Date	2024/6/25	7/26	10/25	2025/1/24	4/7	8/14	10/31	12/8	2026/1/14	1/22	1/30	4/7
Recommendation	BUY	BUY	BUY	BUY	BUY	BUY	BUY	BUY	BUY	BUY	BUY	BUY
Target price (KRW)	400000	360000	340000	310000	270000	285000	340000	400000	650000	850000	800000	800000
Gap* (average)	-31.63	-32.30	-37.27	-34.90	-26.06	-20.49	-20.69	-22.55	-27.91	-40.91	-35.99	-37.66
(max or min)**	-25.50	-28.06	-33.38	-28.39	-17.41	-7.02	-7.35	1.50	-15.54	-37.88	-15.75	-36.50
Date	4/10	5/11	5/27									
Recommendation	BUY	BUY	BUY									
Target price (KRW)	700000	800000	900000									
Gap* (average)	-23.42	-17.04										
(max or min)**	-12.43	-11.00										
Kia												
Date	2024/7/4	7/29	10/28	2025/4/7	6/20	7/7	8/14	11/3	2026/1/14	1/22	1/29	2/25
Recommendation	BUY	BUY	BUY	BUY	BUY	BUY	BUY	BUY	BUY	BUY	BUY	BUY
Target price (KRW)	175000	155000	140000	130000	120000	130000	140000	150000	175000	260000	230000	270000
Gap* (average)	-31.41	-34.54	-30.66	-30.49	-17.88	-21.50	-24.00	-20.38	-7.53	-40.63	-30.12	-39.27
(max or min)**	-27.83	-27.68	-23.79	-23.38	-15.75	-15.08	-14.36	-9.33	-1.66	-38.85	-24.35	-23.70
Date	4/7	6/1										
Recommendation	BUY	BUY										
Target price (KRW)	230000	240000										
Gap* (average)	-30.51											
(max or min)**	-21.96											

Note: * [(average, maximum, or minimum share price over duration of target price minus target price) / target price] x 100%

** Maximum/minimum share price if new target is higher/lower than market close on the business day prior to target price change

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Industry

OVERWEIGHT	Expected to outperform market by 5% or more within 12 months
NEUTRAL	Expected to outperform/underperform market by less than 5% within 12 months
UNDERWEIGHT	Expected to underperform market by 5% or more within 12 months

* Note: Effective Jul 27, 2023, BUY, HOLD, and SELL criteria are based on expectations of share-price moves of 15% or more within 12 months

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BUY (85.5%)-HOLD (14.5%)-SELL (0%)

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