

MARCH SALES: 40,721 UNITS

## Sales soar 33% from February!

While most of the industry was down 30 – 40% in March, more and more drivers discovered the value, quality and ingenuity of Hyundai vehicles. Our sales soared by 33% compared to the previous month, and were only 5% behind last year's record-setting March – quite an accomplishment.

“As we enter the important spring selling season,” said Dave Zuchowski, Hyundai Motor America Vice President of National Sales, “we fully expect to build on our one percent year-over-year sales increase for the first-quarter of 2009. Continued consumer interest in our Hyundai Assurance Program, growing recognition and acceptance of Genesis as *North American Car of the Year*, and terrific new models like the new Elantra Touring and Genesis Coupe will help us generate interest with new car buyers.”

March sales highlights include:

- Sonata – #1 selling model at 12,406 units.
- Accent – sales up 48% over last March.
- Genesis sedan sales – 1,626 units.
- *Hyundai Assurance Plus* adds 90 days of payment relief to the existing protection plan and is part of *Hyundai's Spring Sales Event*, which runs until April 30.

Your hard work paid off – let's make it a sizzling spring!

2009 SPRING SALES MANAGER WORKSHOPS:

## Have you made plans to attend?

Attending the *Spring Sales Manager's Workshop* will provide you with an abundance of information that you can share with others at your dealership – new product specs, dealership best practices, proven selling tips, advertising and marketing plans. Here are facts about the tour:

- 38 cities
- April 2<sup>nd</sup> – 28<sup>th</sup>
- 10:30 a.m. – 2:30 p.m. (4 hours)
- For Sales Managers only

To enroll online, go to [www.hyundaidealer.com](http://www.hyundaidealer.com) and click on the link, or you can also go directly to [www.hyundaisalestrainingenroll.com](http://www.hyundaisalestrainingenroll.com). Once on the site, you'll find in-depth information about the workshops, including the agenda. Let's keep the momentum rolling – check your calendar and attend one of these workshops.

IQS NEWS:

## Improving TPMS awareness

Every new Hyundai model comes with a Tire Pressure Monitoring System (TPMS). This system is designed to alert drivers when tire pressure drops approximately 20%. The challenge is that customers are not familiar with this technology. When the light comes on, they perceive it as a problem, and that can affect our IQS scores. All of the manufacturers that offer TPMS are facing similar challenges. To help minimize customer confusion, consider training your sales staff so they know how to properly present TPMS. Salespeople should include TPMS in their product presentation as well as during the delivery, covering these points:

- Explain to the customer that the light illuminates when a tire has low air pressure.
- Encourage the customer to visually inspect their tires on occasion.
- Let customers know that sometimes the sensor light comes on though the tires may be fine. In this case, the sensors should be checked at a dealership.

IN THE NEWS:

## Accolades & Recognition

- *NY Auto Show* – RoadandTrack.com showed spy photos of the Hyundai Nuvis HCD-11 concept vehicle that debuted at the show.
- *Automotive News* reported that GM and Ford are following Hyundai's lead with their own versions of our Assurance program.
- *Genesis Coupe* is on the cover of *Motor Trend* where they said, “the Genesis Coupe represents, in some ways, the best of both worlds. It is quick and fun to drive. It's easy on the eyes and on the wallet.”
- *2009 Vehicle Dependability Study* by J.D. Power and Associates – Hyundai ranked 13<sup>th</sup> in the long-term quality study, four rank positions better than Industry Average. The Elantra sedan had the highest marks in the Hyundai line.
- *Motor Trend* named **Genesis** and **Sonata** two of “**America's Top 40 New Cars**” – they evaluated more than 247 vehicles to help readers identify the best 40 cars to buy.

PRODUCT NEWS:

**Bluetooth® Info**

A new *Bluetooth Quick Reference Guide* and three Bluetooth videos are now on Sales Training Online at [www.hyundaidealer.com](http://www.hyundaidealer.com).



These materials will help you pair phones, upload phone books and understand how to use the system – particularly the new Voice Recognition system that comes on the Genesis Coupe. It “talks” to you in English, Spanish or French, and allows you to pair phones verbally or using the on-screen menu. Remember, each phone is different and may require different steps.

PARTS AND ACCESSORY NEWS:

**New line of License Plate Frames**

Hyundai now offers a complete line of chrome plated License Plate Frames. These stylish and affordable frames are available with the name of each model set in black epoxy, and are 50-state legal. Boost your accessory sales or use as a “thank you” gift for new cars sold. For more information, speak with your Parts Department.

HMFC:

**April Programs**

**Special Lease Programs:**

- **Lease an '09 Hyundai Genesis Sedan 3.8L V6** for \$399/month for 36 months, \$2,200 customer cash down plus \$1,000 HMFC origination support. Total of \$2,599 due at lease signing. National, excluding South Central Region.
- **Lease a 2010 Hyundai Genesis Coupe 2.0T M/T** for \$259/month for 36 months, \$1,740 customer cash down plus \$1,000 HMFC origination support. Total of \$1,999 due at lease signing. National, excluding South Central Region.
- **Lease an '09 Hyundai Elantra Touring 2.0 M/T Touring** for \$239/month for 36 months, \$2,260 customer cash down plus \$1,000 HMFC origination support. Total of \$2,499 due at lease signing. National.

**Special Low APR Program:**

- **'09MY Genesis Sedan** has a **Low APR of 0.0%** up to 24 months for customers with FICO Score 680+: South Central Region Only.
- **2010MY Genesis Coupe** has a **Low APR of 0.0%** up to 24 months for customers with FICO Score 680+: South Central Region Only.

**Dealer Choice & Credit Union Buster Programs:**

- See your HMFC Rep for additional details.

**March Top HMFC Dealers**

NATIONAL		New Contracts
NY075	Atlantic Hyundai	87
VA006	Fairfax Hyundai	71
FL108	Hyundai of New Port Richey	59
NJ039	Burns Hyundai	48
FL088	O'Brien Hyundai, Florida	47

**Top Selling Dealers – March YTD**

NATIONAL		Sales
NY075	Atlantic Hyundai	679
FL108	Hyundai of New Port Richey	645
NJ032	Lester Glenn Hyundai	642
NY029	Brad Benson Hyundai	602
VA006	Fairfax Hyundai	452

**CENTRAL REGION**

IL063	Family Hyundai	Tinley Park, IL	282
OH042	Hatfield Hyundai	Columbus, OH	256
IL061	Rosen Hyundai	Algonquin, IL	251
WI012	Arrow Hyundai	West Allis, WI	223
OH018	Columbia Hyundai	Cincinnati, OH	219

**CALIFORNIA REGION**

CA232	Hyundai of Roseville	Roseville, CA	254
CA293	Hardin Hyundai	Anaheim, CA	187
CA076	Lamar Hyundai	Cerritos, CA	174
CA310	Garden Grove Hyundai	Garden Grove, CA	159
CA020	Frank Motors Hyundai	National City, CA	155

**SOUTHERN REGION**

FL108	Hyundai of New Port Richey	New Port Richey, FL	645
VA006	Fairfax Hyundai	Fairfax, VA	452
FL088	O'Brien Hyundai	Fort Myers, FL	365
FL120	Jenkins Hyundai of Leesburg	Leesburg, FL	336
FL089	Jenkins Hyundai	Ocala, FL	310

**EASTERN REGION**

NY075	Atlantic Hyundai	West Islip, NY	679
NJ032	Lester Glenn Hyundai	Toms River, NJ	642
NJ029	Brad Benson Hyundai	South Brunswick, NJ	602
NY110	Advantage Hyundai	Hicksville, NY	428
NJ005	Towne Hyundai	Denville, NJ	307

**SOUTH CENTRAL REGION**

TX100	Hyundai of El Paso	El Paso, TX	289
TX040	Huffines Hyundai	Plano, TX	277
TX095	Round Rock Hyundai	Round Rock, TX	218
TX068	Allen Samuels Hyundai	Fort Worth, TX	207
OK018	Edmond Hyundai	Edmond, OK	194

**WESTERN REGION**

NV015	Planet Hyundai	Las Vegas, NV	286
CO034	Arapahoe Hyundai	Centennial, CO	256
UT013	Murdock Hyundai	Orem, UT	175
NV022	United Hyundai	Las Vegas, NV	166
WA026	Hyundai of Everett	Everett, WA	164

*Top Sales Managers & Sales Associates on next page...*

## Top Sales Managers – March YTD

CENTRAL REGION		Sales
Jeffrey Kunz	Green Hyundai	243
David Clikeman	Arrow Hyundai	227
Jeff Roberts	St. Charles Hyundai	220
Jeff Hughes	Great Lakes Hyundai	217
Thomas Fascetti	Dean Team Hyundai	210

CALIFORNIA REGION		Sales
David Rosas	Lamar Hyundai	141
Christopher Shaffer	Hyundai of Roseville	138
Danielle Gerbino	Hardin Hyundai	136
Norm Bustamante	LAX Hyundai	133
Brian Sobel	Keyes Hyundai	106

SOUTHERN REGION		Sales
Ernest McQuaig	Pearson Hyundai	289
Raul Gomila	Napleton's Hyundai	283
A. Appleby	Coconut Creek Hyundai	271
Leo Blakeney	Fairfax Hyundai	249
Andy Kim	Alexandria Hyundai	238

EASTERN REGION		Sales
Daniel Toomey	Atlantic Hyundai	711
David Cantin	Brad Benson Hyundai	594
John Perillo	Lester Glenn Hyundai	319
Thomas Ruppen	Bowser Hyundai	297
John Ashdale	Colonial Hyundai Downingtown	219

SOUTH CENTRAL REGION		Sales
Roosevelt May	Huffines Hyundai	228
Peter Cafferata	Allen Samuels Hyundai	213
Phillip Wartley	Edmond Hyundai	164
Robert Cox	Hub Hyundai	137
Michael Birmingham	Capitol Hyundai	134

WESTERN REGION		Sales
Mohamed Hussein	Planet Hyundai	273
Paul Tew	Murdock Hyundai	193
David Withnell	Withnell Hyundai	132
Young Soo Lee	Doug's Hyundai	130
Samantha Chimeri	Centennial Hyundai	129

## Top Sales Associates – March YTD

CENTRAL REGION		Sales
Scott Varnum	Dean Team Hyundai	109
Christopher Miller	Dean Team Hyundai	101
James Spink	Gurnee Hyundai	94
Adel Elgawli	Gartner Hyundai	83
Paul Jenne	Dennis Hyundai of Dublin	81

CALIFORNIA REGION		Sales
Keri Cornelius	Hardin Hyundai	81
John Madarang	LAX Hyundai	78
Min Ki Choi	L.A. City Hyundai	69
Johnny Chu	Garden Grove Hyundai	65
Howard Fleischman	Frank Motors Hyundai	58

Top Sales Associates, continued...

SOUTHERN REGION		Sales
Jeremy Weddle	Preston Hyundai	83
Donald Barker	Fairfax Hyundai	74
Carolyn Davis	Jenkins Hyundai	72
Michael Clancy	Jones Bel Air Hyundai	71
Angie Linzy	Gettel Hyundai	70

EASTERN REGION		Sales
Joseph Ippolito Jr.	Towne Hyundai	90
Ali Givehchi	Brad Benson Hyundai	80
Mark DeSantis	Vision Hyundai	79
Sandra Redway	Atlantic Hyundai	79
Sarah Walsh	Lester Glenn Hyundai	70

SOUTH CENTRAL REGION		Sales
Daniel Ronje	Champion Hyundai of Corpus Christi	87
David Cummings	Champion Hyundai of Gulf Freeway	57
Deroyce Lusher	Round Rock Hyundai	53
Lindsey Renard	Sterling Hyundai	50
Mark Cheatham	Round Rock Hyundai	50

WESTERN REGION		Sales
Yun Kyung Na	Doug's Hyundai	55
Ian Burns	Skagit Valley Hyundai	45
Anthony Fisher	Planet Hyundai	45
Jeffrey Plunkett	Hyundai of Everett	40
Ric Andersen	Power Hyundai Scottsdale	39

### AUCTIONS:

## April / May Auction Dates

Adesa Kansas City	Belton, MO	April 14
Manheim Dallas	Dallas, TX	April 15
Southern Auto Auction	E. Windsor, CT	April 15
Manheim Houston Hobby	Houston, TX	April 16
Manheim Greater Nevada Auto Auction	Las Vegas, NV	April 17
Manheim Auto Auction	Manheim, PA	April 17
Manheim Arena Auto Auction	Bolingbrook, IL	April 21
Manheim Georgia Dealers AA	Atlanta, GA	April 21
Manheim South Seattle Auto Auction	Kent, WA	April 22
Columbus Fair Auto Auction	Columbus, OH	April 22
Greensboro Aucto Auction	Greensboro, NC	April 22
Manheim Auto Auction	Manheim, PA	April 24
Manheim Colorado Auto Auction	Commerce City, CO	April 28
Manheim Florida Auto Auction of Orlando	Ocoee, FL	April 28
Adesa Minnesota	Dayton, MN	April 28
Manheim San Francisco Bay	Hayward, CA	April 29
Adesa DC	Dulles, VA	April 29
Manheim Auto Auction	Manheim, PA	May 01
Manheim Arena Auto Auction	Bolingbrook, IL	May 04
Manheim Georgia Dealers AA	Atlanta, GA	May 04
Manheim Arena Auto Auction	Bolingbrook, IL	May 05
Manheim Georgia Dealers AA	Atlanta, GA	May 05
Manheim Dallas Auto Auction	Dallas, TX	May 06
Southern Auto Auction	E. Windsor, CT	May 06
Manheim Greater Nevada Auto Auction	Las Vegas, NV	May 07
Manheim Auto Auction	Manheim, PA	May 07
Manheim Greater Nevada Auto Auction	Las Vegas, NV	May 08
Manheim Auto Auction	Manheim, PA	May 08
Adesa Kansas City	Belton, MO	May 11
Manheim Florida Auto Auction of Orlando	Ocoee, FL	May 11