

MARCH SALES: 47,002 UNITS

Record-Setting First Quarter!

Thank you for your efforts that went into making this the best first quarter ever in the history of Hyundai Motor America. The car buying public is coming into Hyundai dealerships in record numbers, which boosted March sales 15.4% versus one year ago! Check it out:

- It was the **15th consecutive month** of year-over-year retail market share gains for Hyundai.
- Quarterly sales **totaled 111,509 vehicles** – outpacing the previous record first quarter of 2006.
- March marks Sonata's emergence as one the **best-selling mid-size sedans**, gaining ground on Camry, Accord, Altima and Fusion, while topping Malibu!

"It's gratifying to announce these strong results in New York as we introduce three new models, including our new flagship luxury sedan, Equus, to the freshest lineup in the industry," said Dave Zuchowski, Hyundai Motor America's Vice Present of National Sales. "We're confident improving availability of our new products will allow us to sustain this strong sales momentum."

Here are the March sales highlights:

- **Sonata** – #1 overall – 18,935 units – *up 52.6%*
- **Santa Fe** – #1 SUV – 9,548 units – *up 62.8%*
- **Tucson** – 3,084 units – *up 129.1%*
- **Genesis** – 2,145 units – *up 31.9%* – 9th consecutive month of year-over-year sales gain for Genesis

Thank you and your dealership's sales force for setting yet another record and starting the Spring off strong!

PRODUCT NEWS:

New Models Announced

The **New York Auto Show** was the scene of the latest new model introductions:

- **Sonata Hybrid** – our first U.S. hybrid – gets up to 39 mpg on the highway using breakthrough lithium-polymer battery technology.
- **Sonata 2.0T** delivers 274 hp with a turbocharged 4-cyl. engine while attaining an estimated 34 mpg.
- The **All-New Equus** made its debut and will arrive in dealerships late this summer.

TRAINING NEWS:

2011 Sonata Ride & Drive Tour

The *2011 Sonata Launch Certification and Model Line Workshop* kicks off on April 20th. These training workshops also cover the 2010 Tucson, information about the latest Hyundai technology, plus a preview of the new Sonata Hybrid, Sonata Turbo and the All-New Equus – *see page 3 for all of the details.*

DEALER MEETING UPDATE:

Montgomery: April 12 – 14th

This *will not* be your typical dealer meeting – this will be a sleeves-rolled-up, activity-packed dive into the heart of Hyundai in America:

- **Explore** Hyundai's award-winning manufacturing facility in Montgomery, Alabama.
- **Get behind the wheel** and see why your Hyundai line-up is making our competitors very nervous.
- **Learn about our new products**, new marketing initiatives and powerful sales strategies to help boost your profitability.
- **Discover plans** to improve the Dealership experience.

We look forward to seeing you in Montgomery!

IN THE NEWS:

Hyundai Brand on the Rise

- Brand loyalty for Hyundai *surpassed Honda and replaced Toyota*, allowing Hyundai to take the **No. 1** spot among car shoppers, according to the latest *Kelley Blue Book's www.kbb.com Market Intelligence* data. Hyundai saw the greatest increase in loyalty in February 2010, outperforming the overall car segment average by a healthy margin.
- In the **2010 Harris Poll EquiTrend®** survey, Hyundai's brand equity gained more than four points over 1,000 brands across 42 categories, including consumers' opinions of 35 automotive brands. Hyundai's improvement topped all but one other manufacturer, and mirrored its 2009 sales success.

TRAINING NEWS, continued:

STAR Longevity/Performance Awards

Longevity awards are given for 2 – 22 years of service (i.e., every other year, you receive a gift). This year's Longevity recipients should receive their gifts by mid-April.

Performance Awards are given for individual sales success. The award levels are Bronze, Silver, Gold and Platinum, with additional awards given to the *Top National* and *Top Sales Managers* and *Salespeople* for each region.

Each one receives:

- \$1,000 in American Express gift certificates, which were mailed to each region for presentation.

We'd like to congratulate the *Top National winners*:

Daniel Toomey, Atlantic Hyundai, Sales Manager;
Patrick Amoriello, Coconut Creek Hyundai, Salesperson ,
for their exceptional efforts. Each receives an additional \$1,000 in gift certificates for being #1 in the nation.

TOP SALES MANAGERS

Daniel Toomey – NY075: 3,661 sales Platinum Top National
Jeffrey Kunz – IL018: 1,263 sales Gold Top Central Region
Daniel Toomey – NY075: 3,661 sales Platinum Top Eastern Region
Roosevelt May – TX040: 1,022 sales Gold Top South Central
A. Appleby – FL122: 2,005 sales Platinum Top Southern
Danielle Gerbino – CA293: 1,000 sales Gold Top Western

SALESPEOPLE

Patrick Amoriello – FL122: 570 sales Platinum Top National
Scott Varnum – MO011: 484 sales Platinum Top Central Region
Joseph Ippolito, Jr. – NJ005: 452 sales Platinum Top Eastern
Daniel Ronje – TX081: 367 sales Gold Top South Central
Patrick Amoriello – FL122: 570 sales Platinum Top Southern
Howard Fleischman – CA020: 283 sales Silver Top Western

QUALITY COMMITMENT:

Hyundai: Improved Dependability

Hyundai significantly reduced problems per 100 vehicles and gained ground in the rankings of the **2010 J.D. Power and Associates Vehicle Dependability StudySM** (VDS).

“Quality is our number one priority and customers have come to expect that Hyundai vehicles will measure up to the best in the industry,” said Frank Ferrara, Executive Vice President, Corporate Planning and Customer Satisfaction.

Hyundai ranked 11th among nameplates in the long-term quality study – four rank positions *above* industry average and up three rank positions over 2009.

- **Hyundai is one of six** mainstream brands that J.D. Power and Associates highlighted as being *significantly better than the non-premium average*.

QUALITY COMMITMENT, continued:

- **Tucson** and **Accent** both finished *in the top three* in their respective categories.
- The **Hyundai overall score** was 148 problems per 100 vehicles, *seven problems fewer than the industry average*, and *nine fewer than last year*.

GQ3.3.5.5 Global Quality Initiative

Global Quality will help drive customers into your showroom. As such, Hyundai began this initiative this year. Hyundai's goal for **GQ3.3.5.5** is to be in the **Top 3** in quality in 3 years, and **Top 5** or better in perceived value within 5 years. To find out how it affects your dealership, we encourage you and your entire staff, including the Sales Department, to view the video that introduces this program. The video can be found on TACS – *Hyundai's Training and Certification System* – accessible from the www.hyundaidealer.com home page.

ACCESSORY NEWS:

Accessory Pricing Worksheet

The *Dealer Accessory Pricing Worksheets* are now updated with 2010 and 2011 model year information and are available on www.hyundaidealer.com under the “Parts” Section and in the Dealer Orientation Guide, under “Parts Accessories”. We have added a new custom view that provides a signature area and image of the model. This can be used to establish a process to offer accessories to your customers during the Sales or F&I process. It's easy to configure, and best of all can be printed-out as necessary at your dealership. **Ask your DPSM for further details!**

HMF NEWS:

Special April Lease Programs

- Lease a 2011 Sonata 2.4L GLS A/T for \$199/month for 36 Months. \$2,399 due at lease signing (National).
- Lease a 2010 Genesis Sedan 3.8L V6 for \$399/month for 36 Months. \$2,999 due at lease signing (National, excluding South Central Region).
- Lease a 2010 Veracruz for \$359/month for 36 months. \$2,599 due at lease signing (National).
- Lease a 2010 Genesis Coupe 2.0T M/T for \$259/month for 36 Months. \$2,199 due at lease signing (National, excluding South Central Region).
- Lease a 2010 Tucson 2.4L FWD GLS A/T for \$239/month for 36 Months. \$2,499 due at lease signing (National).

Finance Program Highlights:

- Special low APR rates for the All New 2011 Sonata of 2.9% for up to 60 months, 3.9% for 72 months.

Refer to HMF's Marketing Bulletins for details and other offers.



SALES TRAINING PROGRAM ENROLLMENT

SCHEDULES, LOCATIONS AND INFORMATION

[\[Regional Login\]](#)

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ENROLLMENT

LOCATIONS

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AGENDA

FEEES

FAQ

2011 Sonata Launch Certification and Model Line Workshop

- 36 cities
- April 20, 2010 - July 23, 2010
- All Dealership Sales Personnel
- 9:00am Registration
- 10:00am Start
- 4:30pm Conclusion
- Continental Breakfast & Lunch Provided
- Venues & Maps in Locations Section



Hyundai is happy to announce a 36-city, *Sonata Ride & Drive, STAR Certification and Model Line Workshop Tour*. This Tour will focus on the launch of the exciting all-new 2011 Sonata and begins on April 20th.

- **Workshop Hours:** The Workshop runs from 10:00 a.m. – 4:30 p.m. — this gives attendees enough time to arrive and depart while avoiding “rush hour” traffic.
- **Attendance:** This event is open to *all dealership personnel*. Sales Managers and Sales Consultants who attend can achieve 2011 Sonata STAR Certification during the Workshop.
- **Days and Cities:** We scheduled these events so there are multiple training days per city (the workshop city list and venues can be found online – *see link below*) — having multiple days per city gives you added flexibility so you can *train your entire staff* while still covering the on-going needs of your dealership.
- **Workshops:** Hands-on and packed full with the information your staff needs to be successful:
 - **2011 Sonata Immersion** – includes a detailed walkaround of its key features per trim level.
 - **Test Drive Evaluation** – driving on a course designed to highlight the assets of the new Sonata.
 - **Dare to Compare Sessions** – focus on both Sonata and Tucson, providing invaluable information on the competitive strengths of each vehicle vs. its key competitors.
 - **Hyundai Technology** – covers how to demonstrate popular features like the navigation systems, Bluetooth®, HD Radio, XM® Data, memory seats and more.
 - **New Model Preview** – introduces attendees to the fuel-efficient Sonata Hybrid, the high-performance Sonata Turbo and the All-New Equus.
- **Enrollment:** Enrollment is \$150 per attendee. Enroll 10 or more attendees *in any session* and you get a “dealership discount” of \$25 per attendee. The online home page contains more details on event content, enrollment procedures, cities, venues, and maps — enrollment link: www.hyundaisalestrainingenroll.com
- **“No Show” Fee:** A “no show” attendee fee will apply if an enrolled person is not canceled with program headquarters 72 hours in advance of the person’s event.

Sign up your staff today. The momentum is building — make sure your team is prepared to take full advantage of this exciting new vehicle regional training!

Good Selling!

Gary Major
Manager, National Sales Training

Top Selling Dealers – March 2010

NATIONAL		Sales
NY075	Atlantic Hyundai	1,151
NY029	Brad Benson Hyundai	912
FL108	Hyundai of New Port Richey	845
NJ032	Lester Glenn Hyundai	820
VA006	Fairfax Hyundai	601

CENTRAL REGION			
IL018	Green Hyundai	Springfield, IL	328
IL063	Family Hyundai	Tinley Park, IL	305
OH018	Columbia Hyundai	Cincinnati, OH	264
OH042	Hatfield Hyundai	Columbus, OH	262
OH053	Ron Marhoffer Hyundai	Akron, OH	251

SOUTHERN REGION			
FL108	Hyundai New Port Richey	New Port Richey, FL	845
VA006	Fairfax Hyundai	Fairfax, VA	601
FL122	Coconut Creek Hyundai	Coconut Creek, FL	580
FL088	O'Brien Hyundai	Fort Myers, FL	458
MD028	Antwerpen Hyundai	Baltimore, MD	377

EASTERN REGION			
NY075	Atlantic Hyundai	West Islip, NY	1,151
NJ029	Brad Benson Hyundai	Monmouth Jct., NJ	912
NJ032	Lester Glenn Hyundai	Toms River, NJ	820
NY110	Advantage Hyundai	Hicksville, NY	434
NY086	Fuccillo Hyundai	Syracuse, NY	353

SOUTH CENTRAL REGION			
TX100	Hyundai of El Paso	El Paso, TX	323
TX095	Round Rock Hyundai	Round Rock, TX	283
TX040	Huffines Hyundai	Plano, TX	265
TX060	Hub Hyundai	Houston, TX	224
TX104	North Freeway Hyundai	Houston, TX	216

WESTERN REGION			
CA314	Keyes Hyundai	Van Nuys, CA	406
CA310	Garden Grove Hyundai	Garden Grove, CA	284
CA232	Hyundai of Roseville	Roseville, CA	283
CA293	Hardin Hyundai	Anaheim, CA	283
CO034	Arapahoe Hyundai	Centennial, CO	272

Top Sales Managers – March 2010

CENTRAL REGION			Sales
Jeffrey Kunz	Green Hyundai		342
Jeff Roberts	St. Charles Hyundai		248
David Klikeman	Arrow Hyundai		244
Thomas Fascetti	Dean Team Hyundai		238
Jon McFarland	Columbia Hyundai		210

SOUTHERN REGION			
A. Appleby	Coconut Creek Hyundai		571
Clay King	King Hyundai		348
Matthew Westcott	Fairfax Hyundai		317
Andy Kim	Alexandria Hyundai		315
Leo Blakeney	Fairfax Hyundai		311

EASTERN REGION			
David Cantin	Brad Benson Hyundai		958
Daniel Toomey	Atlantic Hyundai		454
John Perillo	Lester Glenn Hyundai		442
Christopher Mooney	Atlantic Hyundai		357
Frank Allen	Mid-Island Hyundai		298

SOUTH CENTRAL REGION		
Roosevelt May	Huffines Hyundai	271
Robert Cook	Hub Hyundai	237
Peter Cafferata	Allen Samuels Hyundai	228
Cesar Martinez	Hyundai of El Paso	202
Michael Birmingham	Capitol Hyundai	191

WESTERN REGION		
Danielle Gerbino	Hardin Hyundai	302
Frank Maione	Henderson Hyundai	246
Brian Sobel	Keyes Hyundai	224
Chris Smith	Harbor Hyundai	215
John Brown	Keyes Hyundai	204

Top Sales Associates – March 2010

CENTRAL REGION		Sales
Arturo Moreno	Gartner Hyundai	101
Robert Miller	Dean Team Hyundai	96
Jasper Cicero	Rosen Hyundai	83
Scott Varnum	Dean Team Hyundai	83
Orlando McConnell	McCarthy Olathe Hyundai	83

SOUTHERN REGION		
Patrick Amoriello	Coconut Creek Hyundai	233
Mukesh Bharadwaj	Bob Dance Hyundai of Longwood	110
Chongjian Guo	Fairfax Hyundai	105
Edeline Fils-Aime	Coconut Creek Hyundai	95
Jason Nuss	Orlando Hyundai	85

EASTERN REGION		
Joseph Ippolito Jr.	Towne Hyundai	154
Sandra Redway	Atlantic Hyundai	131
Mark DeSantis	Vision Hyundai	119
Vanessa Tassi	Hyundai City	98
Larry Farina	Manfred Hyundai	92

SOUTH CENTRAL REGION		
Farzad Saif	Huffines Hyundai McKinney	91
Thomas Phillip	Serra Hyundai	89
Daniel Ronje	Champion Hyundai Corpus Christi	78
Earnest Knight	Capitol Hyundai	78
Amparo Whitis	AutoMax Hyundai	67

WESTERN REGION		
Jae Park	Keyes Hyundai	171
Thomas Toscas	Hardin Hyundai	109
Kevin Kuang	Cammisa Motorcars Hyundai	96
Elena Tudorache	Garden Grove Hyundai	93
Pierce Caine	Glendora Hyundai	79

April Auction Dates

Manheim Arena	Bolingbrook, IL	April 06
Manheim Dallas	Dallas, TX	April 07
Southern Auto Auction	E. Windsor, CT	April 07
Manheim Auto Auction	Manheim, PA	April 09
Adesa Kansas City	Belton, MO	April 13
Manheim Orlando Auto Auction	Ocoee, FL	April 13
Manheim South Seattle	Kent, WA	April 14
Greensboro Auto Auction	Greensboro, NC	April 14
Manheim Greater Nevada	Las Vegas, NV	April 16
Manheim Auto Auction	Manheim, PA	April 16
Manheim Arena	Bolingbrook, IL	April 20
Manheim GA Auto Auction	Atlanta, GA	April 20
Adesa Minnesota Auto Auction	Minneapolis, MN	April 20
Manheim Dallas	Dallas, TX	April 21
Southern Auto Auction	E. Windsor, CT	April 21
Adesa Nashville	Nashville, TN	April 22
Manheim Auto Auction	Manheim, PA	April 23
Manheim Colorado	Commerce City, CO	April 27
Manheim Orlando Auto Auction	Ocoee, FL	April 27
Adesa Phoenix	Chandler, AZ	April 28
Columbus Fair AA	Columbus, OH	April 28