

ALL-TIME MARCH SALES RECORD: 61,873 UNITS

## Best-Ever 1<sup>st</sup> Quarter/Fuel Economy

**Your hard work pays off – again!** Last year, you broke the record – this year, you shattered it! Sales went from 47,002 units to 61,873 units – that’s a 32% improvement! Thank you for your hard work, making March memorable.

“With our supply of fuel-efficient vehicles improving, our 40-mpg 2011 Elantra and our #1 CAFE ranking, we are poised to sustain our momentum into the strong spring selling season,” said Dave Zuchowski, Hyundai Motor America’s Executive Vice President of National Sales.

In fact, at the *New York Auto Show* (opens April 22), the all-new 40 mpg 1.6-liter Gas Direct Injected powered **2012 Accent** (4-door and 5-door) will be revealed as part of our “4 x 40 mpg” line-up: 2012 Accent 4-Door and 5-Door, 2011 Elantra and the 2011 Sonata Hybrid.

Here are the March sales highlights:

- **Sonata** – #1 overall sales – 22,894 units – up 21%
  - **Elantra** – #2 overall sales – 19,255 units – up 134%
  - **Accent** – 5,739 units – up 36%
  - **Genesis** – 2,664 units – 21<sup>st</sup> consecutive month of year-over-year sales gains!
  - **Equus** – 241 units = 6% of premium luxury market
- Congratulations on a record-breaking March, keep up the momentum and April’s record is waiting to be broken!

IN THE NEWS:

## Hyundai Up in latest Power Studies

Hyundai continues to improve in the latest *J.D. Power and Associates’* studies – here are the latest results from the **2011 Vehicle Dependability Study<sup>SM</sup>** (VDS) and **2011 Customer Service Index Study<sup>SM</sup>** (CSI):

- VDS:** Hyundai significantly reduced problems per 100 vehicles and finished 10<sup>th</sup> overall – for the first time in the history of the survey – and 3<sup>rd</sup> among non-premium nameplates behind Toyota (1<sup>st</sup>) and Buick (2<sup>nd</sup>) in the **2011 VDS**. Hyundai improved by three non-premium rankings and gained one position among all nameplates.
- The Hyundai overall score was 132 problems per 100 vehicles – 19 problems fewer than the industry average and 16 fewer than last year.
  - Elantra (Compact Car) and Accent (Sub-Compact Car) finished in the top three in their respective categories.

Story continues in the next column...

Story continued from previous column...

**CSI:** Hyundai ranked 6<sup>th</sup> among Mass Market Brands, and according to the *Power Circle Ratings* on JDPower.com, Hyundai is classified as “**better than most**” with a rating of four Power Circles. Other notable results:

- Increased 12 points over last year (783 v 771), and improved three rank positions.
- Hyundai achieved steady annual gains in customer satisfaction while the Industry Average remained flat.
- Genesis was Hyundai’s highest rated model in 2011.

Thank you to everyone at your dealership for their hard work. Improvements in service satisfaction have a direct correlation on repurchase intent, which ultimately leads to additional repeat and referral sales.

The VDS and CSI results continue Hyundai’s momentum in *J.D. Power and Associates* quality rankings. Hyundai was the 3<sup>rd</sup> ranked non-premium nameplate in the *2010 J.D. Power and Associates Initial Quality Study<sup>SM</sup>* (IQS) and ranked 7<sup>th</sup> among all nameplates.

DEALER MEETING UPDATE:

## Mandalay Bay: April 6 – 8<sup>th</sup>

After 25 years in the U.S., we have a lot to celebrate – and with new products, innovative technologies and exceptional dealers, the future looks even brighter! The Las Vegas dealer meeting will provide you with...

- **A preview all new products and technologies**, new marketing initiatives, and powerful sales and distribution strategies to help boost your profitability.
- **Plans** to improve your customers’ Hyundai experience. The future holds a lot for Hyundai and your dealership.

COMPUTER NEWS:

## 8-byte Model Codes Start in April

To support future business goals, Hyundai Motor America is undergoing a company-wide computer system enhancement the first week of April. HMA’s Finance, Purchasing and Sales Divisions will be converting from our existing AS400 computer system to a new state-of-the-art SAP system. This change will impact many vehicle sales related dealer and regional transactions. One of the major enhancements is the move from 5-byte model codes to 8-byte.

- See the new **Model Code Decoder** on Page 5.

## More Accolades and Awards:

### SONATA: "ROCKY MOUNTAIN CAR OF THE YEAR"

The *Rocky Mountain Automotive Press* (RMAP) named 2011 Sonata "Car of the Year" at this year's Denver Auto Show. RMAP members described the Sonata as, "the most impressive all-around 2011 automobile." More than 75 new models from every major domestic and import automaker were subjected to test-drive evaluations in Colorado, Kansas, New Mexico, Utah, and Wyoming.

### ELANTRA: ONE OF THE TOP 10 MOST FUEL EFFICIENT

The all-new 2011 **Elantra** broke the logjam of hybrids to make *TrueCars.com's Top 10 Most Fuel Efficient Cars* list. [TrueCar.com](http://TrueCar.com), the authority on new car pricing, trends and forecasting, named its Top Ten most fuel-efficient cars and the Hyundai Elantra was the only non-hybrid to make the list. The Elantra is redefining the compact car segment and is also proving that non-hybrid vehicles can be among the most fuel-efficient cars on the road. "When purchasing a fuel-efficient vehicle, consumers should consider two factors: price and annual cost of fuel," said Jesse Toprak, Vice President of Industry Trends and Insights at TrueCar.com. "If you're looking for the most cost-effective and fuel-efficient car, the Hyundai Elantra is the clear winner."

### EQUUS: "BEST NEW CAR" IN ATLANTA

**Equus** has been recognized as the "Best New Car" at the 2011 *Atlanta International Auto Show* by the *Greater Atlanta Automotive Media Association* (GAAMA). A panel of seven veteran automotive journalists announced the third annual selections before the opening of the five-day auto show. "Hyundai has come a long way in a very short time," said Ryan Rees, GAAMA President. "The Hyundai Equus offers value priced luxury with the engineering, technology and content of fully-optioned flagship models."

### BRAND KEYS NAMES HYUNDAI #1 IN LOYALTY

The Hyundai brand continues to grow in 2011, earning the **No. 1** spot in the automotive category in the 2011 *Customer Loyalty Engagement Index*. Brand Keys, a New York-based brand, customer loyalty and engagement consultancy, publishes this annually syndicated study which examines customers' relationships with 528 different brands in 79 categories. For the second year in a row, Hyundai is the highest ranked brand in the automotive category.

### HYUNDAI: AWARD FOR JIMMY FUND PARTICIPATION

At the annual *Run Walk Ride Fundraising Conference* for the **Boston Marathon**<sup>®</sup>, Hyundai Motor America was recognized for "**Best Sponsorship Activation**" for their work with the *Boston Marathon*<sup>®</sup> *Jimmy Fund Walk*. Since 2002, Hyundai Motor America has served as the presenting sponsor for the Boston Marathon<sup>®</sup> Jimmy Fund Walk.

In the event's 22-year history, Walk participants, companies and individuals have contributed more than **\$73 million** in support of cancer care and research at Dana-Farber Cancer Institute, and more than 100 Hyundai employees have participated in the Walk, raising a collective **\$1.94 million**. Last year alone, more than 8,500 participants walked all or part of the 26-mile Boston Marathon<sup>®</sup> route in September.

### TRAINING NEWS:

## Product Ride & Drive Preview

To keep you and your Sales Team up-to-date with the latest Hyundai product and technology information, we've created a dynamic 39-city ride & drive event. It starts mid-May and continues through mid-August. Here are the key topics that will be covered at the event:

- Introduction to the all-new 2012 Accent 4-Door Sedan and 5-Door Liftback
- Get behind the wheel and experience Accent's 1.6-liter Gasoline Direct Injection (GDI) Gamma engine that achieves 40 mpg highway and comes matched with a 6-speed manual or a 6-speed automatic transmission
- Learn about the all-new Blue Link<sup>®</sup> telematics technology via an interactive computer-based, hands-on discovery activity plus a dynamic in-vehicle hand-on demonstration
- Preview the all-new 2012 Veloster – includes a standard multi-function 7-in. touch-screen display with Pandora<sup>®</sup> Internet radio capability – an all-new audio experience
- Attendance at this event will provide you and your sales team with 2012 Accent and Blue Link<sup>®</sup> STAR Certification
- There will be multiple training days in the various cities allowing you to stagger attendance so you have full coverage of your sales floor

This 39-city training tour rolls out mid-May and is filled with interactive and hands-on activities. Dates, cities, venues and enrollment information will be announced after the Las Vegas dealer meeting with a DCS and email – plus, there will be additional information in the next issue.



## PRODUCT NEWS:

### Benefits of New *Tire Mobility Kit*

With today's rising gas prices, when designing new vehicles, it's important to make changes that positively affect fuel economy. One change: more and more vehicles, like our all-new Elantra, come with a *Tire Mobility Kit* in place of a conventional spare tire. This kit consists of a compressor, tire sealant and a hose to connect the compressor to the tire. These kits are also found in vehicles like the current Ford Mustang and Explorer, Toyota Prius and MINI Cooper.

- The quality and durability of the OEM tires have improved so much, so in general, there are fewer tire issues.
- Elantra is the first Hyundai with it – and it will be included on more and more upcoming Hyundai vehicles.

#### Benefits of a *Tire Mobility Kit* include:

- Takes up less space than a spare tire so there's more secure, out-of-site storage space.
- Reduces overall vehicle weight, which improves economy.
- In the event of a repairable tire puncture, it is cleaner, faster and easier to handle with the *Tire Mobility Kit* – you don't have to physically take the tire off and replace it with the spare while on the side of the road.

Hyundai's Parts Department is in the process of coming up with a kit for the Elantra for those customers who want a spare tire for their vehicle. This kit will consist of a jack, tools and the rim [dealers will have to source the tire independently]. Pricing will soon be available – check with your Parts Department for more information.

## WARRANTY NEWS:

### Changes to Hyundai Assurance™

With the economic outlook steadily improving, the income loss benefit of *Hyundai Assurance* is not nearly as relevant to consumers in today's environment. Therefore, Hyundai Motor America has elected to discontinue the income loss benefit of *Hyundai Assurance* effective March 31, 2011. All consumers that purchase vehicles through March 31, 2011 will have the income loss benefit on their vehicle through March 31, 2012 in accordance with the terms of the benefit. Vehicles sold on or after April 1, 2011 will no longer be eligible for the income loss benefit.

Even with that change, the broad *Hyundai Assurance* umbrella – with America's Best Warranty and 24/7 Roadside Assistance – lives on and will continue to be a foundational component of the Hyundai marketing platform to deliver products and services that provide our consumers peace of mind in their vehicle purchase.

Walkaway LLC, USA, has been Hyundai's partner in offering consumers this unique financial protection in uncertain economic times. Walkaway will continue to be Hyundai's partner through the end of the benefit administration period in March 2012.

#### Necessary actions for Dealers to take:

- Refer all customer inquiries to: 1-800-443-2570
- Dealer inquiries should be directed to your DSM and Regional Office
- Remove all assets specifically mentioning the job loss benefit from your ads, websites and other display assets
- Continue to use the *Hyundai Assurance* logo in your advertising as it continues with America's Best Warranty, 24/7 Roadside Assistance and other products and services that gives the consumer peace of mind.

### Out of the Mouths of Babes...

A REAL LETTER: My kindergarten students enjoy selecting songs that they are familiar with to begin our warm-up for our music class. Songs such as "Itsy Bitsey Spider", "The Wheels On The Bus", "Bingo", "I'm A Little Teapot" etc. are popular. Kaitlin, a very enthusiastic music student, raised her hand and asked "Mrs. Rossetti may we please sing *The Wheels On The Hyundai Go Round and Round?*" Without skipping a beat, we did indeed sing "about the horn, the wipers, the lights and the wheels on the Hyundai go round and round." When we finished Evan asked Kaitlin "What's a Hyundai?" She replied, "***the best car in the world because my mommy drives it!***" Submitted by: Bill Worrell, District Sales Manager, Southern Region

## Top Selling Dealers – March 2011 YTD

NATIONAL		Sales
NY075	Atlantic Hyundai	1,452
FL108	Hyundai of New Port Richey	1,404
NJ029	Brad Benson Hyundai	1,228
NJ032	Lester Glenn Hyundai	1,073
FL122	Coconut Creek Hyundai	781

CENTRAL REGION			
IL063	Family Hyundai	Tinley Park, IL	378
IL018	Green Hyundai	Springfield, IL	375
OH053	Ron Marhoffer Hyundai	Akron, OH	352
OH042	Hatfield Hyundai	Columbus, OH	319
OH066	Taylor Hyundai	Perrysburg, OH	306

SOUTHERN REGION			
FL108	Hyundai New Port Richey	New Port Richey, FL	1,404
FL122	Coconut Creek Hyundai	Coconut Creek, FL	781
VA006	Fairfax Hyundai	Fairfax, VA	660
FL088	O'Brien Hyundai	Fort Myers, FL	627
FL114	Rick Case Hyundai	Davie, FL	559

EASTERN REGION			
NY075	Atlantic Hyundai	West Islip, NY	1,452
NJ029	Brad Benson Hyundai	Monmouth Jct., NJ	1,228
NJ032	Lester Glenn Hyundai	Toms River, NJ	1,073
NY110	Advantage Hyundai	Hicksville, NY	639
NY121	Mid-Island Hyundai	Centereach, NY	419

SOUTH CENTRAL REGION			
TX100	Hyundai of El Paso	El Paso, TX	642
TX040	Huffines Hyundai	Plano, TX	392
TX095	Round Rock Hyundai	Round Rock, TX	371
TX139	South Point Hyundai	Austin, TX	359
TX104	North Freeway Hyundai	Houston, TX	343

WESTERN REGION			
CA232	Hyundai of Roseville	Roseville, CA	558
CA293	Hardin Hyundai	Anaheim, CA	499
CA314	Keyes Hyundai	Van Nuys, CA	475
CA323	Cerritos Hyundai	Cerritos, CA	440
CA310	Garden Grove Hyundai	Garden Grove, CA	439

## Top Sales Managers – March 2011 YTD

CENTRAL REGION		Sales
Jeffrey Kunz	Green Hyundai	404
Frederick Ziegel	Taylor Hyundai	309
Mersad Smajic	Suntrup Hyundai	297
David Novak	Pugi Hyundai	285
David Clikeman	Arrow Hyundai	274

SOUTHERN REGION		
A. Appleby	Coconut Creek Hyundai	806
Clay King	King Hyundai	447
Raul Gomila	Napleton's Hyundai	441
Pedro Casal	Doral Hyundai	405
Ernest McQuaig	Pearson Hyundai	382

EASTERN REGION		
David Cantin	Brad Benson Hyundai	1,231
Percy Urrutia	Atlantic Hyundai	627
Daniel Toomey	Atlantic Hyundai	449
Frank Allen	Mid-Island Hyundai	419
Daniel Toomey Jr.	Advantage Hyundai	418

SOUTH CENTRAL REGION		
Roosevelt May	Huffines Hyundai	403
Suleiman Ebrahim	South Point Hyundai	362
Robert Cox	Hub Hyundai	339
Hector Barreras	Hyundai of El Paso	291
Michael Birmingham	Capitol Hyundai	288

WESTERN REGION		
Danielle Gerbino	Hardin Hyundai	527
Thomas Scheurn	San Tan Hyundai	338
Frank Maione	Henderson Hyundai	332
Chris Smith	Harbor Hyundai	320
Eddy Kim	Garden Grove Hyundai	298

## Top Sales Associates – March 2011 YTD

CENTRAL REGION		Sales
Joseph Crement	Rosen Hyundai	152
Patrick Harrigan	Taylor Hyundai	126
Michael Boyle	Preston Hyundai	95
Justin Stuckey	Glenbrook Hyundai	83
Robert Dinella	Ettleson Hyundai	77

SOUTHERN REGION		
Jose Sol	William Lehman Hyundai	159
Donald Meinhardt	Napleton's Hyundai	129
Jamie Pizzo	Team Hyundai	110
Gustavo Rocha	Red Hoagland Hyundai	110
Andrew Getchell	West Broad Hyundai	109

EASTERN REGION		
Bryan Calabrese	Sansone's Route 1 Hyundai	199
Joseph Ippolito Jr.	Towne Hyundai	183
Sandra Redway	Atlantic Hyundai	115
Phillip Robinson	Star Hyundai	108
Samantha Padilla	Atlantic Hyundai	108

SOUTH CENTRAL REGION		
Earnest Knight	Capitol Hyundai	144
Paul Workman	Jason Pilger Hyundai	98
William Landes	Orr Hyundai	78
William Beech	Palmer's Airport Hyundai	76
Dustin King	Barnes Crossing Hyundai	74

WESTERN REGION		
Steven Yee	Capitol Hyundai	116
Sulpicio Apusaga	Glendora Hyundai	106
Dong Jin Kim	Garden Grove Hyundai	103
Joe Petronis	Hardin Hyundai	102
Chris Lancaster	Hardin Hyundai	99

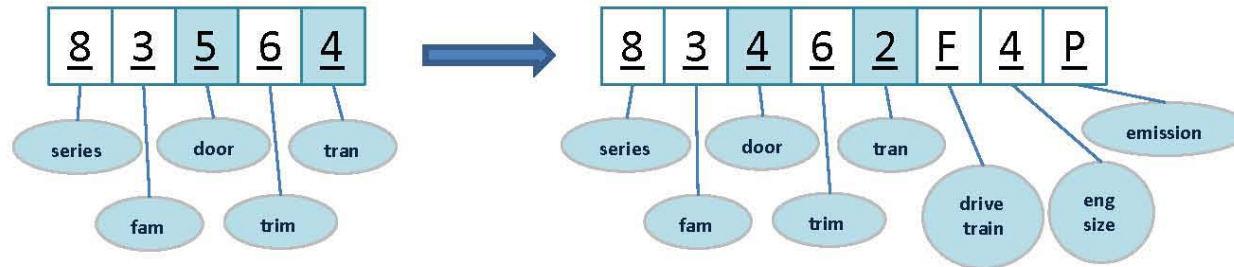
## April Auction Calendar

Adesa Kansas City	Belton, MO	April 12
Columbus Fair AA	Columbus, OH	April 13
Manheim South Seattle	Kent, WA	April 13
Manheim AA	Manheim, PA	April 15
Manheim Arena	Bolingbrook, IL	April 19
Adesa Minn	Dayton, MN	April 19
Manheim Orlando AA	Ocoee, FL	April 19
Manheim Dallas	Dallas, TX	April 20
Southern AA	E. Windsor, CT	April 20
Manheim Colorado	Commerce City, CO	April 26
Adesa Phoenix	Chandler, AZ	April 27
Columbus Fair AA	Columbus, OH	April 27
Manheim AA	Manheim, PA	April 29

# SAP Conversion: 8-byte New Model Codes Coming in April

## Model Code Conversion from AS400 (5 bytes) to SAP (8 bytes)

This chart will help you better understand the evolution to the new 8-byte model codes:



No Change	Change	New Fields																																							
<p>Series</p> <p>Family</p> <p>Trim</p>	<table border="1"> <thead> <tr> <th>AS400</th> <th>SAP</th> </tr> </thead> <tbody> <tr> <td>2</td> <td>2</td> </tr> <tr> <td>3</td> <td>3</td> </tr> <tr> <td>4</td> <td>4</td> </tr> <tr> <td>SUV → 5</td> <td>4</td> </tr> <tr> <td>Non-SUV → 5</td> <td>5</td> </tr> </tbody> </table> <table border="1"> <tbody> <tr> <td>2</td> <td>2</td> </tr> <tr> <td>4</td> <td>2</td> </tr> <tr> <td>3</td> <td>3</td> </tr> </tbody> </table>	AS400	SAP	2	2	3	3	4	4	SUV → 5	4	Non-SUV → 5	5	2	2	4	2	3	3	<table border="1"> <tbody> <tr> <td rowspan="3">Drive Train</td> <td>F</td> <td>Front Wheel Drive</td> </tr> <tr> <td>R</td> <td>Rear Wheel Drive</td> </tr> <tr> <td>A</td> <td>All Wheel Drive</td> </tr> </tbody> </table> <table border="1"> <tbody> <tr> <td rowspan="3">Engine Size</td> <td>4</td> <td>I4 – 4 cylinder</td> </tr> <tr> <td>6</td> <td>V6 – 6 cylinder</td> </tr> <tr> <td>8</td> <td>V8 – 8 cylinder</td> </tr> </tbody> </table> <table border="1"> <tbody> <tr> <td rowspan="3">Emission</td> <td>5</td> <td>50-State</td> </tr> <tr> <td>P</td> <td>PZEV</td> </tr> <tr> <td>S</td> <td>SULEV</td> </tr> </tbody> </table>	Drive Train	F	Front Wheel Drive	R	Rear Wheel Drive	A	All Wheel Drive	Engine Size	4	I4 – 4 cylinder	6	V6 – 6 cylinder	8	V8 – 8 cylinder	Emission	5	50-State	P	PZEV	S	SULEV
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