

ALL-TIME MONTHLY SALES RECORD: **69,728 units!**

Phenomenal Sales Success in March

You crushed it! During the month of March, retail sales soared by 33%, and 41% of the cars sold achieve 40 mpg highway – that’s quite an accomplishment. Add to that, for the first quarter, Hyundai sales were up 15% over 2011!

“March was the best month in Hyundai’s history and capped the best first quarter we’ve ever recorded,” said Dave Zuchowski, Hyundai Motor America’s Executive Vice President, National Sales. “Improving vehicle availability, particularly among our most fuel-efficient vehicles, Sonata, Elantra, Accent and Veloster, has fueled this record growth.”

These are the sales highlights for March:

- **28,636 vehicles** sold with an estimated 40 mpg highway fuel economy rating – *that’s 41% of all vehicles sold!*
- **Sonata:** #1 selling vehicle at 23,281 units
- **Elantra:** #2 at 19,681 units
- **Accent:** 8,337 units – up 45%
- **Genesis:** 3,429 units – up 28%
- **Equus:** 352 units – up 46%

“Our 40-mpg vehicle sales are up an astonishing 67.5% over last March and that makes Hyundai the most fuel-efficient automaker in the U.S.,” said John Krafcik, President and CEO of Hyundai Motor America.

Congratulations to you and your sales staff for making the first quarter of 2012 a real record-breaker!

IN THE NEWS:

EPA Confirms Hyundai #1 in MPG

The just-released *EPA 2011 Light-Duty Automotive Technology and Fuel Economy Trends Report* identified Hyundai, with an adjusted fuel economy rating of 27 mpg, as the top 2010 brand in fuel economy and had the lowest CO₂ emissions in America, beating out traditional leaders Honda and Toyota. No make scored higher than Hyundai. This is the second time Hyundai has led in both categories, having achieved this distinction previously for the 2008. The *EPA 2011 Trends Report* also indicates that preliminary 2011 model year values suggest that Hyundai will maintain its fuel economy leadership.

ADVERTISING NEWS:

Hyundai Uncensored

It’s Springtime and that means blooming flowers, the start of baseball season, and car companies flooding the airwaves with spring sales promotions!

In the past *Hyundai Uncensored* campaigns, we asked everyday people to drive our Hyundai vehicles, then we recorded their uncensored opinions.

To create the next evolution of *Hyundai Uncensored*, we placed a “video confessional” booth in three of our Hyundai dealerships and asked brand-new Hyundai owners to tell us about their new Hyundai vehicle and about their purchase experience.

- These spots will run throughout the month of April
- There are eight TV spots and four radio spots – including Hispanic TV and radio
- Point-of-sale elements support this campaign
- There’s also digital banners, social and CRM support
- Spots are also displayed on The Tube

Go to <http://www.youtube.com/HyundaiUSA> to view the commercials.

NEW MODEL NEWS:

2013 Santa Fe’s Debut in New York

Two all-new 2013 Santa Fe models made their world debut at the *2012 New York International Auto Show*. The third-generation Santa Fe will feature two models: there’s the two-row, five-passenger **Santa Fe Sport** and the long wheelbase three-row, seven-passenger **Santa Fe**.

- **Santa Fe Sport** will go on-sale late this summer
- The larger **Santa Fe** is targeted for January ‘13 release

For more information and photos of these new Santa Fe models, go to: www.hyundainews.com.

PRODUCT NEWS:

Genesis Coupe Materials on the Way

The **2013 Genesis Coupe Product Support Kits** are on their way to your dealership and will arrive soon. Each kit contains copies of the materials for you and for your sales force. This Product Print Information is a follow-up to our *2012 Product Print Kits* and will help get your staff up-to-date on the new 2013 Genesis Coupe models.





L to R: Rob Mariani, General Sales Manager, Towne Hyundai;
Megan Shropshire, HMA District Sales Manager;
Joseph Ippolito, Salesperson, Towne Hyundai –
#1 Salesperson in the Nation and the Eastern region;
Mark Marenzana, HMA Retail Operations Manager



L to R: Bryan Thompson,
HMA DSM;
David Cantin,
Sales Manager,
Brad Benson Hyundai –
#1 Sales Manager in the
Nation and Eastern Region.

L to R: Jared Hardin, General Manager,
Hardin Hyundai; Danielle Gerbino,
Sales Manager, Hardin Hyundai
#1 Sales Manager in the Western Region;
and James Stewart, HMA California RSM



As a reminder, here are the top Sales Managers...

TOP NATIONAL SALES MANAGERS:

David Cantin	NJ029	4,913 sales	Top National
Jeffrey Kunz	IL018	2,037 sales	Top Central
David Cantin	NJ029	4,913 sales	Top Eastern
Roosevelt May	TX040	2037 sales	Top South Central
A. Appleby	FL122	2,444 sales	Top Southern
Danielle Gerbino	CA293	2,619 sales	Top Western

And the top Sales Consultants for 2011:

TOP NATIONAL SALES CONSULTANTS:

Joseph Ippolito Jr.	NJ005	643 sales	Top National
Patrick Harrigan	OH066	424 sales	Top Central
Joseph Ippolito Jr.	NJ005	643 sales	Top Eastern
Ernest Knight	AL015	476 sales	Top South Central
Donald Meinhardt	FL121	450 sales	Top Southern
Ed Papac	CA290	531 sales	Top Western

SALES TRAINING NEWS:

Announcing '13 Ride & Drive Event

Hyundai is proud to announce our 40-city **2013 Product Launch and STAR Certification Workshop Tour**.

Starting in May, these hands-on, interactive events will focus on the launch of the exciting 2013 Elantra, Elantra Coupe, Elantra GT, Genesis Coupe, Azera and Veloster Turbo, Blue Link Apps and more.

- **Workshop Hours:** Registration – 9:00 – 10:00 a.m. (includes Continental Breakfast); event – 10:00 a.m. – 4:30 p.m. (includes Buffet Lunch)
- **Attendance and STAR Certification:** All Sales Managers and Sales Team Members are invited to attend. Each attendee can achieve 2013 Elantra, Elantra Coupe, and Elantra GT STAR Certification for completing the workshop sessions.
- **Multiple City Training Days:** Allows for complete dealership attendance.
- **Enrollment and “No Show” Fee:** Enrollment is \$150 per attendee / 10 or more per dealership qualifies for a \$25 per attendee dealer discount. **“No Show” Attendee Fee:** Enrolled person must cancel with program headquarters 72 hours in advance.

Go to www.hyundaisalestrainingenroll.com for more details on event content, enrollment procedures, cities, venues, and maps – **enroll today!**

HOPE ON WHEELS NEWS:

Goal: Break \$57 Million in Donations

Hyundai Hope on Wheels®, our united effort, kicked off its 14th year in the fight against pediatric cancer at the *New York International Auto Show*. In 2012, *Hope On Wheels* will break through a major milestone of \$57 million in total donations to fund pediatric cancer research since the program’s inception in 1998. This makes us one of the leading donors to pediatric cancer research in the U.S.

This year alone, *Hope On Wheels* will donate \$12 million in research grants to pediatric cancer institutions nationwide. The program is funded by Hyundai and its U.S. dealers and with every new vehicle sold in the U.S., our customers join us in funding this important cause.

Hope On Wheels also introduced its new National Youth Ambassador, CJ George, a 13-year-old South Florida native and cancer survivor. CJ’s courage and hope represent the spirit of our program and he will share his story at *Hope On Wheels* events as part of his two-year term.

- *Hope on Wheels* began in 1998 as a local initiative from New England-area Hyundai dealers and has since grown into an independent 501(c)(3) nonprofit organization.
- Your donation of \$14 for each new Hyundai sold will help us reach our goal!

PRODUCT NEWS:

Navigation for 2012 Veracruz

The 2012 Veracruz is now available with the value-added **Alpine Navigation Package**. It's optionally available on Limited trim levels and this navigation system features:

- A motorized 7-inch color touch screen
- Integrated Bluetooth® hands-free calling
- AM / FM / XM / HD Radio with iPhone/iPod® song tagging for XM and HD radio
- Integrated CD / DVD player that can play music while the navigation system is in use
- Full U.S. map stored in SD card memory
- 2D/3D mapping and 6 million POI's
- PANDORA® internet radio available through iPhone®

This system is combined with an Infinity® audio system with 8 speakers & a 605 watt amp, and the MSRP for the Navigation Package is \$1,750.

ACCOLADES:

Acknowledging Superior Value

- **Strategic Vision's Total Value Index:** Hyundai was the number two brand in terms of Total Value according to *Strategic Vision's 2012 Total Value Index™* (TVI). Tucson was named the "Small SUV" segment leader in Strategic Vision's study.
- **Vincentric's Best Value in America:** Accent, Elantra, Genesis Coupe and Tucson earned the distinction of "Best Value in America" for 2012 from Vincentric, the automotive data and analysis firm.

CPO / HPP NEWS:

All-Time CPO Record in March

March sales of 6,634 Certified Pre-Owned units set a single month all-time CPO record and it represents an increase of 70% over March 2011 and an 84% gain year-to-date. March year-to-date, Hyundai dealers have sold 16,440 CPO units.

Top Selling CPO Dealers for March 2012:

NATIONAL		Sales
FL094	Bob Dance Hyundai of Longwood	203
FL049	Coastal Hyundai	156
NC038	Keffer Hyundai	130
NY075	Atlantic Hyundai	129
FL088	O'Brien Hyundai	129
FL108	Hyundai of New Port Richey	127
NJ029	Brad Benson Hyundai	126
GA002	Rick Case Hyundai	124
NV023	Planet Hyundai	124
FL103	Universal Hyundai	122

HMF NEWS:

Special April Programs

- **2012 Equus Signature: Lease** – \$739/month for 36 months; \$3,999 due at signing.
- **2012 Veracruz GLS AT: Lease** – \$299/month for 36 months; \$3,199 due at signing.
- **2012 Sonata Hybrid: Lease** – \$269/month for 36 months; \$2,699 due at signing.
- **2012 Genesis Sedan 3.8L V6: Lease** – \$399/month for 36 months; \$2,999 due at signing.
- **2012 Sonata: Low APR** – 1.9% for 60 months, 2.9% for 72 months + \$500 Bonus Cash.
- **2012 Santa Fe: Low APR** – 1.9% for 60 months, 2.9% for 72 months + \$500 Bonus Cash.
- **2013 Elantra GLS AT: Lease** – \$179/month for 36 months; \$2,299 due at signing.
- **2013 Genesis Coupe 2.0T MT Std Pkg.: Lease** – \$289/month; \$2,699 due at signing.

Refer to HMF's Marketing announcements for more details.

INDUSTRY AWARDS:

Hyundai "up" in latest J.D. Power Study

Hyundai continues to improve in the latest *J.D. Power and Associates'* study – in the **2012 Customer Service Index StudySM** (CSI) Hyundai is now 5th among Mass Market brands and 17th overall. Customer satisfaction with Hyundai Dealer Service upholds multi-year growth trends in both rank and score despite substantial increases in sales and service volume. Highlights include:

- Hyundai's CSI score increased 8 points year-over-year from 783 to 791 and improved one rank position.
- Now ranked 1st among all Mass Market Asian imports, such as Kia, Toyota, Honda, and Nissan.
- Equus was Hyundai's highest rated model in 2012 scoring 883, which beats Lexus in first place (861).

Thank you for your tremendous efforts that made possible Hyundai's positive gains in both CSI score and rank.

Improvements in service satisfaction have a direct correlation on repurchase intent, which ultimately leads to additional repeat and referral sales.

PRIORITY EXPERIENCE NEWS:

A Hyundai for Every Buyer

Many prospects come in with a specific model, color and trim level in mind. With so many popular Hyundai vehicles, their model might not be readily available. What can your salespeople do to address the customer's needs in times of inventory constraint?

- **Tune-up needs assessment:** Make sure your salesperson knows why they are interested in the model they have in mind. Why are they shopping for a new vehicle? What do they like or dislike about their current vehicle?

Story continues on the next page...

Priority Experience continued from page 3:

- **Know dealership inventory:** By knowing what you have on-hand, your salespeople can suggest alternatives that could be even better for them than the model they had in mind.
- **Compare and contrast:** Have your people become effective at presenting alternate vehicles by doing side-by-side comparisons of similar models. For instance, compare a Sonata and an Azera. Review the features and specifications that can help fulfill a prospect's wish list.

BLUE LINK NEWS:

Keeping up-to-speed with Blue Link®

Blue Link How-to-Videos – twelve new videos are now available on YouTube under the HyundaiUSA channel. These videos walk you through the entire enrollment process all the way to searching for a POI in your vehicle. Some of the Blue Link features highlighted are: enrollment/preferences, Voice Text Messaging, Blue Link App, POI Search and Download, and many more. Here's a link to the YouTube site: <http://www.youtube.com/HyundaiUSA>.

Hyundai Live – These web sessions air April 10th – 12th. The live events will cover Blue Link in one segment, including updates on how many people are using it, how many emergency assisted-events there have been. Other segments will cover the Veloster Turbo matt-finish paint and Audio Systems, Navigation Systems, and Bluetooth. You won't want to miss this event!

Double Your Customer's Trial Period with Auto-Renewal: Encourage your customers to Auto Renew when enrolling for Blue Link by providing their credit card. Remind them of the following key benefits: Double FREE trial period for the customer with no obligation and ease of continued Blue Link service (must be done within 30 days after enrollment to double free trial period). Don't forget the incentives for your dealership!

Top HPI Dealers: March '12 YTD*

NATIONAL		HPI Score
MI033	Garber Hyundai	997
WI032	Bergstrom Hyundai	997
OK019	Billingsley Hyundai of Lawton	996
VA031	Robert Woodall Hyundai	996
AZ038	Fisher Hyundai	996
KY009	Jim Johnson Hyundai	995
IN032	Goshen Hyundai	995
VT004	Midstate Hyundai of Vermont	994
KY021	Don Moore Hyundai	992
PA054	Preston Hyundai of Sharon	992

*Minimum of 5 surveys for Top Dealer Rankings

Top Selling Dealers – March 2012

CENTRAL REGION – month to date sales (MTD)		
IL069	Patrick Hyundai	226
IL063	Family Hyundai	226
IL018	Green Hyundai	212
OH042	Hatfield Hyundai	203
OH053	Ron Marhofer Hyundai	196
SOUTHERN REGION		
FL108	Hyundai New Port Richey	620
FL122	Coconut Creek Hyundai	410
FL114	Rick Case Hyundai	330
VA006	Fairfax Hyundai	280
FL088	O'Brien Hyundai	250
EASTERN REGION		
NY075	Atlantic Hyundai	718
NJ029	Brad Benson Hyundai	511
NJ032	Lester Glenn Hyundai	480
NY110	Advantage Hyundai	264
NY058	Plaza Hyundai	248
SOUTH CENTRAL REGION		
TX100	Hyundai of El Paso	322
TX139	South Point Hyundai	240
TX158	Ron Carter Hyundai	222
TX095	Round Rock Hyundai	185
TX040	Huffines Hyundai Plano	182
WESTERN REGION		
CA314	Keyes Hyundai	326
CA293	Hardin Hyundai	321
CA232	Hyundai of Roseville	286
CA323	Cerritos Hyundai	236
CA324	Stevens Creek Hyundai	228

Product and STAR Quick Links:

- www.spi1986.com – STAR Product Information
- www.hstarsandy.com/practices_resources – STAR Best Practices
- www.hstarsandy.com – STAR Certification
- www.HyundaiNews.com – Hyundai Media site
- www.HyundaiDealer.com – Hyundai Dealer site
- www.Hyundai.com – Hyundai Consumer site

April / May Auctions

Manheim South Seattle	Kent, WA	April 11
Manheim Kansas	Kansas City, MO	April 11
Manheim Auto Auction	Manheim, PA	April 13
Manheim Arena	Bolingbrook, IL	April 17
Manheim Dallas	Dallas, TX	April 18
Southern Auto Auction	E. Windsor, CT	April 18
Manheim Auto Auction	Manheim, PA	April 20
Manheim Denver	Denver, CO	April 24
Manheim Orlando	Ocoee, FL	April 24
Manheim Auto Auction	Manheim, PA	April 27
Manheim Georgia	Atlanta, GA	May 1
Manheim Dallas	Dallas, TX	May 2
Southern Auto Auction	E. Windsor, CT	May 2
Manheim Auto Auction	Manheim, PA	May 4
Manheim Nevada	Las Vegas, NV	May 4
Adesa Minnesota	Dayton, MN	May 8
Manheim Orlando	Ocoee, FL	May 8
Manheim Kansas	Kansas City, MO	May 9
Manheim South Seattle	Kent, WA	May 9