

JULY RECORD: 54,106 VEHICLES:

Second-Best Month Ever!

You did it again! While Toyota and Honda had a *down* month – for the 19th consecutive month – you achieved year-over-year retail market share gains, making July the second-best month in Hyundai history! That represents a 19% gain over July 2009 and only the 4th time Hyundai has topped 50,000 units in a month. Your hard work is paying off – **congratulations!**

“Consumer confidence dipped for a second month in a row, but Hyundai continues to buck this trend,” said Dave Zuchowski, Hyundai Motor America's Vice President of National Sales. “We remain bullish about our prospects for the second half of this year. We are significantly increasing Sonata production in our Alabama plant, as well as improving supply on Accent, Elantra, Genesis and Genesis Coupe models to improve vehicle supply while launching four new products over the next five months.”

Here are the July sales highlights:

- **Elantra** – #1 overall – 18,215 units – *up 34%*
- **Sonata** – #2 overall – 17,836 units – *up 33%*
- **Santa Fe** – #1 SUV – totaling 7,047 units
- **Tucson** – 3,698 units – *up 234%*
- **Genesis** – 2,309 units – has a residual value of 53%, which makes Genesis the mid-luxury segment leader

August is a great summer selling month – we'll do our best to get you the vehicles you need. Here's to your continued success!

IQS UPDATE:

J.D. Power APEAL Survey Results

J.D. Power and Associates' *2010 Automotive Performance, Execution and Layout (APEAL) Study*SM was released. It examines how gratifying a new vehicle is to own and drive, based on owner evaluations of more than 80 vehicle attributes. Here are the highlights:

- **Hyundai** finished ahead of Chrysler, Toyota and Jeep – three mainstream brands!
- **Hyundai** also topped Subaru and Suzuki.
- The top 10 manufacturers were premium brands.

This study refers to how gratifying it is to own and drive a vehicle. Understanding features is a key to this ownership

Story continues in the next column...

Continued from the previous column ...

experience. That's why it's a best practice is to review the **Quick Reference Guide (QRG)** at delivery. That way, each new Hyundai owner has a better understanding of features like navigation, Bluetooth and voice recognition, which can lead to a higher APEAL scores in the future.

DEALER RESOURCES:

Online Manager's Overview

There's a feature on www.hyundaidealer.com that is often overlooked – on the home page, in the left hand column, under “Resources” is a link to the *Manager's Site Overview*. Here's what it has to offer:

- It opens with a tour of the www.hyundaidealer.com home page.
- Next, you select your job title – there are separate tours for Owner/General Manager, Sales, Service, Parts and Business Managers.
- These tours review the key pages on the site that you use on a day-to-day basis – they're perfect for every new and existing manager – it only takes about 15 min.

The tour also covers the *Sales Training Online/STAR Product Information* site. Remember, your staff can find the latest 2011 product information there and can then print out the newest *Fast Facts* and *Dare to Compare* sheets as well as watch the *Product Walkaround* videos.

TRAINING NEWS:

Sonata Tour: A Rousing Success

The *2011 Sonata Launch Certification and Model Line Workshops* have wrapped up and were a huge success:

- 98 training days in 36 cities.
- Nearly 5,000 people enrolled – including Dealers, Sales Associates and Managers and other dealer personnel.
- Participants who completed all of the day's sessions and successfully answering the closing session questions received STAR Certification for attending
- 98.5% said they would attend another meeting like this.
- On average, post meeting test scores were in the 90 – 100% range demonstrating participants walked away with enhanced Sonata product knowledge.

We'd like to thank everyone for attending – these events are designed for you and your feedback helps us make each tour better than the last. Thank you for your input.

SMART IDEA:

Become an Accessory Expert

Today's new car buyers are interested in personalization. One way you can help is by being up-to-speed on the Genuine Hyundai Accessories that are available for each model:

- On *Sales Training Online/STAR Product Information site*: when you select a vehicle – scroll down on the *Key Features* page to find a link to the accessory brochure for that model.
- Also on that page, under “*Resources / Product Print Material*” – you can download the printable *Pocket Guide* that also has a list of popular accessories for each model.
- Those who attended the *Sonata Tour* received has **Accessory Sheets** for each model in their *Resource Book*. Use them as a reference when a customer has a specific need, making it easy to show them what is available.
- Accessory spreadsheets on www.hyundaidealer.com.
- Accessories are on www.hyundai.com – when you do a “Build Your Own” – *Accessories* are Step 5 in the process.

To further stimulate accessory sales, your dealership recently received new **Addendum Labels** – you can print them out to show what accessories are installed on a vehicle, then display it next to the Monroney sticker.

SERVICE NEWS:

Stay in Contact with Your Customers

Keeping in touch with past customers can lead to repeat and referral business in sales and service – so it makes sense to encourage your customers to return to the dealership not only for their maintenance needs, but also to answer questions about their vehicle.

- One thought: use the visit to gauge their level of customer satisfaction with your dealership and vehicle condition.
- Another is to ask the customer if they have any questions about how features function on their vehicle.
- Plus, this is a good time to review the navigation system – making sure your customer understands how it operates.

Did you know there are 3 nav. systems on Hyundai vehicles:

1. **LG** – on Santa Fe, Veracruz and Azera
2. **Mobis/AutoNet** – Sonata, Tucson, Elantra & Genesis Coupe
3. **Harmon Becker** – Genesis and the upcoming Equus

It helps to understand how each system operates so it's easier to assist customers in the service drive. Other technologies that often generate customer questions include:

- **Bluetooth®** – know how to pair phones, make and answer calls – FYI: there's a link on the *Technology* page to check cell phone compatibility by vehicle, too.
- **Voice Recognition System** – demonstrate how it can operate many systems like navigation and audio – a simple way to start is by saying, “*Help*”. Remember, you have to respond exactly as the system tells you to.

For assistance, go to the *Technology* section on the *STAR*

IN THE NEWS:

Tucson Wins an Award

Thule, a world leader in transportation accessories, named the *2010 Tucson Limited* as the **Thule Road Trip Vehicle of the Year under \$30,000** for having the perfect combination of fun, utility, gas mileage, safety and conveniences for a family or group of four planning the great American road trip.

CPO PROGRAM:

Making the Most of Used Car Sales

Used vehicle sales have become increasingly important to dealership profitability. That's why Hyundai has one of the strongest **Certified Pre-Owned** (CPO) programs in the industry – it's ranked # 3 among all CPO vehicle programs for three consecutive years by IntelliChoice.com. Hyundai's CPO Program provides you with a competitive advantage in the used car arena by providing something the competition cannot: the ability to sell recent model, low-mileage vehicles that are factory certified, inspected and warranted. Hyundai CPO benefits include:

No Cost to the Dealer:

- No enrollment fee and No annual fee
- You don't pay until the vehicle is sold

Enhances Dealer Profitability:

- Higher vehicle gross than a non-CPO used Hyundai
- Opportunity for greater F&I profits with HPP Wrap service contracts, Hyundai Vehicle Care pre-paid maintenance and Hyundai Road Hazard Tire protection
- 33 day (100%) quicker inventory turn than non-CPO used Hyundai
- Closed repair network (customer must return to dealer for repair)
- MSRP on parts and Motors / All Data labor times

Adds Customer Value:

- America's Best CPO Warranty – 10 years/100,000 miles
- 10 years/Unlimited miles roadside assistance
- CARFAX Vehicle History Report
- Rental car coverage, Towing coverage and Travel breakdown

For more information on participating in the Hyundai CPO Program, contact your facing Hyundai District Sales Manager.

HMF NEWS:

Special August 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 **2011 Genesis Sedan 3.8L V6** for **\$399/month for 36 months**. \$2,999 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, ex. So. 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).

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

Top Selling Dealers – July 2010 YTD

NATIONAL		Sales
NY075	Atlantic Hyundai	3,145
NY029	Brad Benson Hyundai	2,725
FL108	Hyundai of New Port Richey	2,562
NJ032	Lester Glenn Hyundai	2,374
VA006	Fairfax Hyundai	1,737

CENTRAL REGION			
IL018	Green Hyundai	Springfield, IL	978
IL063	Family Hyundai	Tinley Park, IL	870
OH053	Ron Marhoffer Hyundai	Akron, OH	776
OH042	Hatfield Hyundai	Columbus, OH	768
OH018	Columbia Hyundai	Cincinnati, OH	723

SOUTHERN REGION			
FL108	Hyundai New Port Richey	New Port Richey, FL	2,562
VA006	Fairfax Hyundai	Fairfax, VA	1,737
FL122	Coconut Creek Hyundai	Coconut Creek, FL	1,641
FL088	O'Brien Hyundai	Fort Myers, FL	1,181
MD028	Antwerpen Hyundai	Baltimore, MD	1,166

EASTERN REGION			
NY075	Atlantic Hyundai	West Islip, NY	3,145
NJ029	Brad Benson Hyundai	Monmouth Jet., NJ	2,725
NJ032	Lester Glenn Hyundai	Toms River, NJ	2,374
NY086	Fuccillo Hyundai	Syracuse, NY	1,494
NY110	Advantage Hyundai	Hicksville, NY	1,333

SOUTH CENTRAL REGION			
TX100	Hyundai of El Paso	El Paso, TX	973
TX095	Round Rock Hyundai	Round Rock, TX	823
TX040	Huffines Hyundai	Plano, TX	758
TX139	South Point Hyundai	Austin, TX	645
TX104	North Freeway Hyundai	Houston, TX	611

WESTERN REGION			
CA314	Keyes Hyundai	Van Nuys, CA	1,084
CA232	Hyundai of Roseville	Roseville, CA	849
CO034	Arapahoe Hyundai	Centennial, CO	824
CA310	Garden Grove Hyundai	Garden Grove, CA	810
CA293	Hardin Hyundai	Anaheim, CA	793

Top Sales Managers – July 2010 YTD

CENTRAL REGION		Sales
Jeffrey Kunz	Green Hyundai	1,007
David Klikeman	Arrow Hyundai	665
Frederick Ziegel	Taylor Hyundai	632
Jeff Roberts	St. Charles Hyundai	631
Jon McFarland	Columbia Hyundai	585

SOUTHERN REGION		
A. Appleby	Coconut Creek Hyundai	1,647
Clay King	King Hyundai	1,036
Matthew Westcott	Fairfax Hyundai	924
Andy Kim	Alexandria Hyundai	897
Ralph Moser	Keffer Hyundai	849

EASTERN REGION		
David Cantin	Brad Benson Hyundai	2,820
John Perillo	Lester Glenn Hyundai	1,218
Percy Urrutia	Atlantic Hyundai	1,116
Thomas Ruppen	Browser Hyundai	947
Frank Allen	Mid-Island Hyundai	870

SOUTH CENTRAL REGION		
Roosevelt May	Huffines Hyundai	771
Suleiman Ebrahim	South Point Hyundai	633
Robert Cox	Hub Hyundai	618
Peter Cafferata	Allen Samuels Hyundai	615
Cesar Martinez	Hyundai of El Paso	558

WESTERN REGION		
Danielle Gerbino	Hardin Hyundai	827
Frank Maione	Henderson Hyundai	636
Brian Sobel	Keyes Hyundai	587
Chris Smith	Harbor Hyundai	570
Josh Brown	Keyes Hyundai	535

Top Sales Associates – July 2010 YTD

CENTRAL REGION		Sales
Arturo Moreno	Gartner Hyundai	229
Robert Miller	Dean Team Hyundai	228
Jasper Cicero	Rosen Hyundai	214
Otha Childress	McCarthy Olathe Hyundai	199
Patrick Harrigan	Taylor Hyundai	199

SOUTHERN REGION		
Patrick Amoriello	Coconut Creek Hyundai	512
Chongjian Guo	Fairfax Hyundai	251
Andrew Getchell	West Broad Hyundai	248
Jose Sol	William Lehman Hyundai	216
Donald Barker	Fairfax Hyundai	214

EASTERN REGION		
Joseph Ippolito Jr.	Towne Hyundai	471
Sandra Redway	Atlantic Hyundai	266
Ronnie Thompson	Sansone's Route 1 Hyundai	238
Larry Farina	Manfredi Hyundai	235
Mark DeSantis	Vision Hyundai	225

SOUTH CENTRAL REGION		
Timothy Everhart	Serra Hyundai	247
Amparo Whitis	AutoMax Hyundai	223
Earnest Knight	Capitol Hyundai	222
Nicole Bssaeso	Round Rock Hyundai	182
Jared Bence	Manuel Hyundai	172

WESTERN REGION		
Jae Park	Keyes Hyundai	337
Kevin Kuang	Cammisa Motorcars Hyundai	237
Dong Jin Kim	Garden Grove Hyundai	189
Thomas Toscas	Hardin Hyundai	182
Eddy Kim	Garden Grove Hyundai	173

Auction Information

USED CAR SALES EVENT, Manheim OVE – Hyundai dealers have access to a closed on-line sales event. Preview vehicles on Friday, bid to buy on Monday. Sale hours: 12 p.m. – 2 p.m. For info: <https://www2.manheim.com/buy/>. Sale dates:

August 9	September 6	October 4
August 16	September 20	October 18

Manheim Orlando Auto Auction	Ocoee, FL	Aug 10
Manheim Arena	Bolingbrook, IL	Aug 10
Manheim South Seattle	Kent, WA	Aug 11
Manheim Auto Auction	Manheim, PA	Aug 13
Adesa Minnesota	Minn., MN	Aug 17
Manheim Colorado	Commerce City, CO	Aug 17
Greensboro Auto Auction	Greensboro, NC	Aug 18
Manheim Dallas	Dallas, TX	Aug 18
Adesa Nashville	Old Hickory, TN	Aug 19
Manheim Auto Auction	Manheim, PA	Aug 20
Manheim Greater Nevada	Las Vegas, NV	Aug 20
Manheim Orlando Auto Auction	Ocoee, FL	Aug 24
Manheim Arena	Bolingbrook, IL	Aug 24
Columbus Fair Auto Auction	Columbus, OH	Aug 25
Adesa Phoenix	Chandler, AZ	Aug 25
Manheim Georgia Auto Auction	Atlanta, GA	Aug 31
Adesa Kansas City	Belton, MO	Aug 31