

JULY SALES: 59,561 UNITS

Two More Sales Records Fall!

Well done – you set a new all-time sales record for **July!** We heard reports of Sales Managers working into the wee hours of the morning to make sure all their RDR cards were entered – and that hard work paid off! Sales were up 10% over last July, setting new records for July and for the first seven months of the year!

“Consumer demand continues to be robust across the board for Hyundai, particularly with our imposing line-up of Accent, Elantra and Sonata Hybrid all delivering on our 40 mpg promise,” said Dave Zuchowski, Hyundai Motor America's Executive Vice President of National Sales. “Accent sales are up an astounding 75% in the first full month of deliveries and it is expected to become the top selling nameplate at retail in its segment for July.”

Here are the July sales highlights:

- **Sold 22,791** vehicles with 40 mpg fuel economy rating.
- **Sonata** – #1 overall sales – 20,884 units – *once again out-selling Accord [18,308 units]*
- **Elantra** – #2 overall sales – 15,181 units – *it outsold Civic again this month [14,006 units]*
- **Genesis** – 3,517 units – *25th consecutive month* of year-over-year sales gains!
- **Equus** – 302 units – 1,694 sales since its launch!

Everyone at HMA is doing everything we can to get you more cars and SUVs. We realize that Hyundai vehicles are hot and in some cases, once they arrive, they immediately go out the door. So to help you maintain this sales momentum, all of the manufacturing facilities are hard at work to keep vehicles in the pipeline.

Thank you for your hard work and setting the bar higher and higher each month – you're sizzling this summer!

J.D. POWER NEWS:

Hyundai & Equus have APEAL

In the latest *J.D. Power and Associates' 2011 Automotive Performance, Execution and Layout (APEAL) StudySM*, the Equus was rated as the most appealing large premium car, while overall, Hyundai was the most-improved nameplate in the industry – moving up 13 rank positions and 33 points to place 15th in 2011. This is the highest Hyundai has ever ranked in the APEAL Study, and Hyundai finished ahead of all the Asian and U.S. domestic non-premium brands.

1,000,000th Sonata Built in Alabama



CONGRATULATIONS: On July 29th, Hyundai Motor Manufacturing Alabama (HMMMA) marked its 1,000,000th Alabama-built Sonata – a 2012 2.0 Turbo; the plant also builds the 2012 Elantra.

TRAINING TOUR UPDATE:

LAST CHANCE: Accent/BlueLink Tour

The **2012 Accent / Blue Link Launch and STAR Certification Workshops** wind up in August with events in Irvine, CA; Las Vegas, NV; Blaine, MN; Phoenix, AZ; and Syracuse, NY – for online registration, go to: www.hyundaisalestrainingenroll.com. Don't miss out on your last chance to take advantage of this exciting product and technology training!

IN THE NEWS:

Hyundai Customer Loyalty

Kelley Blue Book's www.kbb.com reports that for the first time ever, Hyundai has topped Honda and Toyota to take the No. 1 spot in brand loyalty for Q2 2011. “Taking the top spot in brand loyalty on kbb.com proves that Hyundai drivers truly appreciate the overall ownership experience and love their cars,” said John Krafcik, President and CEO, Hyundai Motor America. “From Hyundai Assurance to our 40 mile-per-gallon 2012 Accent, and our popular models such as Sonata, Elantra and Tucson, we continually offer our already enthusiastic customer base more reasons to remain loyal to our brand.”

Here are the top five from KBB:

1. **Hyundai** 52.3%
2. **Honda** 49.7%
3. **Toyota** 47.7%
4. **Ford** 45.4 %
5. **Subaru** 44.8%

IN THE NEWS – CONTINUED:

Accolades & Awards

Sonata – “King of the Automotive Conquests” – *RL Polk* bestowed the title “King of the Automotive Conquests” on the **Sonata** in a recent [blog post](#) – in the first quarter of the 2011 calendar year, the Sonata conquered more owners than any other car in the U.S. marketplace: 18,587 to be exact.

Sonata – “Best in Segment” – *Strategic Vision* named the **2011 Sonata Best-in-Segment** (tied with the VW Jetta), topping the mid-size car category in their **2011 Total Quality Index®** (TQI). Sonata beat out competitors such as the Chevrolet Malibu, Ford Fusion, Honda Accord, Mazda6, Nissan Altima, and Toyota Camry to tie for the top spot in the mid-size category.

Elantra – one of the “Top 10 Coolest New Cars under \$18,000” – Elantra has been named one of the “[Top 10 Coolest New Cars under \\$18,000](#)” by Kelley Blue Book’s kbb.com. According to kbb.com experts, the Elantra was chosen on the basis of two criteria: being fun to drive and fun to own. Kbb.com praised the Elantra’s “all-around package of slick design, convenient features and fuel efficiency,” as well as the fact that “every Elantra gets 40 miles per gallon on the highway.”

Hyundai reaches 100,000 40-mpg vehicle sales faster than the rest of the Auto Industry – over the 4th of July weekend, Hyundai sold its 100,000th vehicle achieving 40 mpg, outselling all other automakers’ 40 mpg offerings. Through the first six months of 2011, 29% of Hyundai’s sales volume are vehicles that deliver 40 mpg highway fuel economy.

PRODUCT NEWS:

2012 Sonata Packaging

Most of the 2012 Sonatas have already been released, with the 2012 Sonata Hybrid to follow in the fall:

- When it is released, the 2012 Sonata Hybrid will offer a new **Leather Package** that will include:
 - Leather seating surfaces
 - Heated front and rear seats
 - Leather-wrapped steering wheel & shift knob
 - Auto-dimming mirror with HomeLink® and compass
- The Sonata Hybrid **Premium Package** is being renamed the **Ultimate Package**, but package content remains the same.

ACCESSORY NEWS:

DIO 2011-12 Sonata Rear Spoiler

A Dealer-Installed Rear Lip Spoiler Kit is now available for all 2011-12 Sonata’s. Each spoiler is custom

painted to match the factory finish of the new Sonata, and they add a distinctive, sporty and refined look – making them a great add-on sales opportunity!



HYBRID TECHNOLOGY:

Sonata Battery Recycling

We have received feedback that some customers are asking if Hyundai has a Hybrid battery recycling program.

- All traditional 12V batteries replaced at Hyundai dealerships are taken back by Interstate, our provider of batteries, and are recycled to be reused in producing new batteries.
- On the Sonata Hybrid, HMA’s Service Department is monitoring the lifecycle of our 270V HEV Lithium battery, and if an issue comes up, they inspect, repair, replace and/or recycle the battery cells, as needed, as it would be expected on a product which symbolizes our “Blue” quality.

SALES NEWS:

New Lead Conversion Reports

HyundaiDealer.com now has **Lead Conversion Reports** that allow your sales management team to measure your team’s performance in converting Internet leads into sales.

- These reports include Hyundai.com leads, auto show and other “Event” leads, Intelliprice and Trilogy leads.
- You will find month-by-month, Rolling 12-month, Prior Year, Current Year, and Detail reports.
- Each detailed report will even show you which of your prospects purchased a Hyundai, and whether they purchased it from you, or from a different Hyundai dealer.

Here’s how to find the reports:

- Go to www.HyundaiDealer.com – then go to Sales → Internet Leads → Reports → Lead Conversion Reports
- To find the Documentation: Documents/Resources → Internet Leads → Lead Conversion Reports – Tutorial

This helps you track what happens to leads so you can discover trends and convert more leads into buyers.



BLUE LINK NEWS:

R U Up-to-Speed on Blue Link™?

Did you know:

- There's a new **"Blue Link/Telematics"** menu item on the home page of www.HyundaiDealer.com (in the left menu bar) that provides access to many Blue Link documents and announcements – it's updated frequently, so check regularly for new *Blue Link* resources!
- You can enroll one vehicle in a **Blue Link Demo Program** – your dealership is allowed one *Blue Link* subscription to Assurance, Essentials and Guidance **AT NO COST**. Rules and enrollment instructions are available on HyundaiDealer.com.
- **Incentives** are being awarded for assisting customers with enrolling in *Blue Link*. Program rules are on www.HyundaiDealer.com.
- **Remote Start** feature in the *Essentials Package* is not currently available. An announcement will be sent to dealers when this feature is launched.

Blue Link Tips:

- When enrolling a customer, if they already have a *MyHyundai.com* account, you can add the *Blue Link* VIN to their existing account. Just have them log onto their account and click on the: **ADD A VEHICLE** link.
- Make sure you have entered the correct VIN and email address when registering customers on www.MyHyundai.com. If either of these are incorrect, customers *will not* have access to some or all of the *Blue Link* features. Don't forget to write down the account email and password and provide it to your customer so they can access it once they're home.
- If you have a vehicle enrolled as a *Blue Link* demo vehicle and sell that vehicle, when you enroll the customer using the **DEALER ASSIST LINK** on *MyHyundai.com*, it will *automatically* clear the demo enrollment and allow the new customer to be enrolled.

CPO NEWS:

Registering Your CPO Units

Here are five good reasons to use www.VehicleDetails.com to "register" your CPO inventory with HMA:

1. This is the only way to put the **Hyundai CPO logo** on your **AutoTrader.com** (ATC) and **Cars.com** listings.
2. Vehicles are displayed on www.HyundaiCertified.com.
3. You receive a no-charge, 90-day demo of XM® Satellite Radio on each CPO vehicle. If the vehicle is still for sale as CPO after 90 days, the demo will renew for another 90 days. Once the CPO vehicle is reported sold, the customer receives a 90-day XM Satellite Radio trial subscription.
4. CPO vehicle information is fed to HMF so they know automatically the vehicle qualifies for their CPO incentives, such as low 2.49% APR for 60 months.
5. It's used to print CPO Monroney-like window labels.

If you need help logging-in to www.VehicleDetails.com (ID and PW issues), or you need technical support on how to navigate the site, call Vehicle Details Tech Support at (262) 240-9652, 9:00 a.m. – 4:00 p.m. Central Time, M - F.

In addition, you can **automatically import** your CPO inventory to the www.VehicleDetails.com site from your 3rd party inventory provider by following these procedures:

- Send an e-mail to support@windowstickers.biz giving authorization for VehicleDetails to accept import of your dealer's CPO inventory. The e-mail should include:
 - Dealership name, address and dealer code
 - Dealer contact name and email
 - 3rd Party Inventory Data Provider name / contact for CPO inventory sent to AutoTrader.com and Cars.com
 - Statement giving authorization to accept a feed from their data provider

Please note: exporting data to an additional source (VehicleDetails) *may be* included as part of the regular account subscription with your 3rd Party Vendor. However, there may be a one-time or recurring cost associated with providing an additional data feed to VehicleDetails. It is recommended the dealership review the agreement with their 3rd party inventory provider to evaluate and determine any new costs.

Important: If a vehicle is flagged in the DMS as "Certified," VehicleDetails will process this as Hyundai CPO and will send the Hyundai CPO logo to ATC and Cars.com for the listing. If a dealer is using the "Certified" flag to also denote "Dealer Certified," there is no way for VehicleDetails to distinguish this and the vehicle will be branded as "Hyundai CPO" on ATC and Cars.com. Therefore – do not use the "Certified" flag in the DMS inventory entry *unless* it is to designate a Hyundai CPO vehicle.

411 on Customer Connect Center

Did you know:

1. The name of the *Hyundai Consumer Affairs Call Center* is changing to the **Hyundai Customer Connect Center (HCCC)**.
2. On August 16th, HMA is launching a new **IVR** (or phone tree) for the *Hyundai Customer Connect Center*.
 - o The IVR is the recording and prompts that you hear when you call the phone number: (800) 633-5151. The new IVR will route customers (and dealers) to agents with specific skill sets, making the process more efficient and effective.
3. Here's what the *Hyundai Customer Connect Center* can assist with:
 - o Answering questions about warranty coverage.
 - o Answering questions about features and functionality of vehicles.
 - o Documenting complaints, compliments and feedback about the sales / service experience, vehicles, advertising / marketing, website functionality and content.
 - o Answering questions about recalls or campaigns.
 - o Consideration for goodwill (never a guarantee).
 - o Locating dealers.
 - o Locating vehicles.
 - o Key codes: But, when a dealer calls about key codes, for *privacy* reasons, the HCCC has to call the dealer back – they cannot complete the transaction in the initial phone call.
4. Here are some areas the HCCC cannot assist with:
 - o Kia vehicles.
 - o W4s for any employees.
 - o Star award programs (Sales or Service).
 - o Reimbursement for Roadside Assistance – that must be addressed by the Roadside Assistance Call Center, which is a prompt or menu option from the main number as “Roadside Assistance.”
 - o Finance questions – they have to be addressed by Hyundai Motor Finance (HMF), which is a prompt or menu option from the main number as “Financial Services.”

HMF NEWS:

Special August Lease Programs

- **2012 Sonata GLS** Automatic Transmission for \$199/month for 36 months; *\$2,599 due at signing.*
- **2012 Elantra GLS** Automatic Transmission for \$179/month for 36 months; *\$1,999 due at signing.*
- **2011 Genesis Sedan 3.8L V6** for \$399/month for 36 months; *\$1,500 due at signing.*
- **2011 Santa Fe GLS** Automatic Transmission for \$269/month for 36 months; *\$2,699 due at signing.*
- **2011 Veracruz GLS** Automatic Transmission FWD for \$299/month for 36 months; *\$2,699 due at signing.*

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

Top Selling Dealers – July 2011 YTD

NATIONAL		Sales
NY075	Atlantic Hyundai	3,751
FL108	Hyundai of New Port Richey	3,654
NJ029	Brad Benson Hyundai	3,225
NJ032	Lester Glenn Hyundai	2,978
FL122	Coconut Creek Hyundai	2,130

CENTRAL REGION			
IL063	Family Hyundai	Tinley Park, IL	1,078
IL018	Green Hyundai	Springfield, IL	1,073
OH053	Ron Marhoffer Hyundai	Akron, OH	1,027
OH042	Hatfield Hyundai	Columbus, OH	920
MO030	Suntrup Hyundai	St. Louis, MO	865

SOUTHERN REGION			
FL108	Hyundai New Port Richey	New Port Richey, FL	3,654
FL122	Coconut Creek Hyundai	Coconut Creek, FL	2,130
VA006	Fairfax Hyundai	Fairfax, VA	1,672
FL114	Rick Case Hyundai	Davie, FL	1,622
FL088	O'Brien Hyundai	Fort Myers, FL	1,578

EASTERN REGION			
NY075	Atlantic Hyundai	West Islip, NY	3,751
NJ029	Brad Benson Hyundai	Monmouth Jet., NJ	3,225
NJ032	Lester Glenn Hyundai	Toms River, NJ	2,978
NY110	Advantage Hyundai	Hicksville, NY	1,700
MA046	Route 44 Hyundai	Boston, MA	1,104

SOUTH CENTRAL REGION			
TX100	Hyundai of El Paso	El Paso, TX	1,761
TX040	Huffines Hyundai	Plano, TX	1,128
TX139	South Point Hyundai	Austin, TX	954
TX095	Round Rock Hyundai	Round Rock, TX	932
TX104	North Freeway Hyundai	Houston, TX	909

WESTERN REGION			
CA232	Hyundai of Roseville	Roseville, CA	1,652
CA293	Hardin Hyundai	Anaheim, CA	1,556
CA314	Keyes Hyundai	Van Nuys, CA	1,385
CA323	Cerritos Hyundai	Cerritos, CA	1,309
CA310	Garden Grove Hyundai	Garden Grove, CA	1,260

August / September Auction Calendar

Manheim Orlando Auto Auction	Ocoee, FL	Aug. 9
Manheim Arena	Bolingbrook, IL	Aug. 9
Columbus Fair Auto Auction	Columbus, OH	Aug. 10
Manheim South Seattle	Kent, WA	Aug. 10
Manheim Auto Auction	Manheim, PA	Aug. 12
Manheim Georgia Auto Auction	Atlanta, GA	Aug. 16
Manheim Denver	Aurora, CO	Aug. 16
Southern Auto Auction	E. Windsor, CT	Aug. 17
Manheim Dallas	Dallas, TX	Aug. 17
Manheim Nevada	Las Vegas, NV	Aug. 19
Manheim Arena	Bolingbrook, IL	Aug. 23
Manheim Orlando Auto Auction	Ocoee, FL	Aug. 23
Adesa Phoenix	Chandler, AZ	Aug. 24
Greensboro Auto Auction	Greensboro, NC	Aug. 24
Manheim Auto Auction	Manheim, PA	Aug. 26
Manheim Nevada	Las Vegas, NV	Sept. 1-2
Manheim Arena	Bolingbrook, IL	Sept. 6
Manheim Dallas	Dallas, TX	Sept. 7
Southern Auto Auction	E. Windsor, CT	Sept. 7
Manheim Auto Auction	Manheim, PA	Sept. 9