

JULY SALES: 62,021 UNITS!

Elantra Sales Jump Up 22%!

July is in the books and you broke another record!

With 62,021 units sold, you set an all-time record for July, up 4% over last year, and up 9.5% year-to-date. That's the fifth month in a row with sales over 60,000 units!

Contributing to that success, sales of the new Elantra Coupe and GT helped push Elantra sales up 22%. Clearly, your hard work is paying dividends – *thank you!*

“July was another solid month for Hyundai with surging consumer demand dampened a bit by ongoing shortages of core products like Accent, Elantra and Sonata. Our 27-day supply of vehicles is lowest of all brands and less than half of industry average inventory levels,” said Dave Zuchowski, Executive Vice President, National Sales of Hyundai Motor America. “We are looking forward to August as relief is on the way with the first shipments of our all-new Santa Fe, built in West Point, Georgia, heading to dealers now, and improved availability of the red hot Veloster Turbo, Elantra GT and Elantra Coupe.”

July sales highlights:

- **23,517 vehicles** sold with an EPA estimated 40 mpg highway fuel economy rating – *38% of all vehicles sold!*
- **Sonata:** #1 selling vehicle at 20,978 units
- **Elantra:** 18,512 units – up 22%
- **Genesis:** 3,103 units – 22,085 units year-to-date
- **Azera:** 977 units – up 578% over last July
- **Equus:** 362 units – up 19% – best Equus month ever!

With Santa Fe Sport on the way, you've got another model to attract customer attention. *Have an awesome August!*

SALES TRAINING NEWS:

Last Chance: Ride & Drive Tour

It's not too late – but this is absolutely your last chance to attend the **2013 Spring Product Launch and STAR Certification Workshop Tour**. The tour is winding up, with training sessions in Chantilly, Virginia; Syracuse, New York; St. Louis and Kansas City, Missouri; Portland, Oregon; Sacramento, California; and St. Louis Park, Minnesota. Go to www.hyundaisalestrainingenroll.com for more details, enrollment procedures, cities, venues, maps and event content.

MARKETING NEWS:

Summer Drive Sales Event



To maximize August sales, a new “*Summer Drive Sales Event*” just launched and runs through the end of August. This campaign showcases our terrific line-up and the great lease and financing offers that are available, including the \$500 “*Road Trip Cash*” on Sonata.

- Special *Summer Drive* TV spots are being developed
- The “*Road Trip Cash*” incentive was announced for Sonata on August 1st to support the event

STAR NEWS:

Mid-Year STAR Certification

As we reported last month, it's time for *Mid-Year STAR Certification*, with the test period running from **August 1st** through Wednesday, **September 12th**.

There's a new *Elite Status* for STAR Product Certification:

- STAR Certification participants who have at least **two** years of prior STAR Product Certification *and* an HPI (SSI) running 3-month score of at least 925 (this score is taken from the STAR Sales Incentive site and is updated monthly) can take shortened versions of the *STAR Product Certification* courses for “carryover” Hyundai models.
- These *Elite STAR Product* course versions include a downloadable *Key Features Reference Document* to study the changes for the “carryover” model.
- The *Elite STAR Test* will be taken online, but will not include any product video sections.
- All-New Hyundai models will require taking the full-length video course and accompanying tests.

Mid-year STAR Models:

- 2012 Azera (all-new model)
- 2013 Accent
- 2013 Sonata
- 2013 Genesis Coupe
- 2013 Veloster/Veloster Turbo
- 2013 Tucson

To view any of these model videos or for complete product information, go to www.spi1986.com.

Mid-year STAR Practices Course

Sales Foundations (*all-new for 2012*):

- Highlights how the Hyundai Brand works together with dealership and salesperson brands

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- Includes Best Practices for delivering upon the five Hyundai Customer Core Values
- Offers tips for delivering a Hyundai Priority Experience for every customer

HOPE ON WHEELS NEWS:

Hope On Wheels 5K Run/Walk Series

Last year, *Hope On Wheels* hosted the first ever 5K Run/Walk in Orange County. In 2012, Hope On Wheels is introducing its first-ever 5K Run/Walk Series and now it's time for people all over the country to give hope a hand and get involved. This year, there will be three 5K races:

- **September 1st:** Orange County, at the beautiful UC-Irvine campus
- **September 9th:** Chicago, alongside the famous Chicago Half-Marathon
- **September 29th:** Miami, as part of the 2nd annual Miami Children's Hospital 5K

To register for one of these great events, visit our race website at: www.hyundairun4hope.org and click on *Register*. From there, you can join Team Hope or create a team of your own to start raising money and pledge donations for children in need. Our top pledge earners will be entered for a chance to win a trip to New York City for the **2013 Hope On Wheels Kick-off** at the New York International Auto Show!

Can't attend? Then you can be a *virtual runner!* Here's how – visit www.hyundairun4hope.org and sign up as a *virtual runner*, then you'll be able to create a team of your own or contribute to an existing team all from the comfort of your home.

PRODUCT NEWS:

2013 Santa Fe Sport

The all-new 2013 Santa Fe Sport will be arriving this month at your dealership. This new vehicle energizes the concept of a crossover: It's stylish, spacious and comfortable, loaded with luxury and performance features.



Here's a quick overview of what it has to offer:

- **Fluidic Sculpture Design** – creates a substantial road presence with distinct character lines.

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Santa Fe Sport Story continued from previous column...

- **Two engines:** 190-hp 2.4-liter GDI 4-cylinder engine and the 264-hp 2.0-liter Turbo-GDI 4-cylinder engine – both deliver exceptional fuel economy for a CUV
- **Standard 6-Speed Automatic:** with SHIFTRONIC® for a sporty driving experience
- **Active ECO System:** for improved fuel economy
- **Standard Safety Features:** Seven airbags, ESC, TCS, ABS, EBD, Brake Assist, Downhill Brake Control and Hillstart Assist Control
- **Driver Selectable Steering Modes (DSSM):** Comfort, Normal or Sport provide a customized driving experience
- **Blue Link® telematics service**
- **Bluetooth® Hands-Free Phone System**
- **AM / FM / XM® / CD / MP3 6-speaker audio system:** with auxiliary/USB jacks
- **Available Proximity Key with Pushbutton Start**
- **Available Leather Seating Surfaces**
- **Available Panoramic Sunroof**
- **Choice of Front-Wheel Drive or All-Wheel Drive:** customers can select which they prefer based on their traction or fuel economy needs

Additional details, features and pricing information for the 2013 Santa Fe will be available on www.spi1986.com.

IN THE NEWS:

The Latest Accolades

With the all-new Veloster Turbo, Elantra Coupe and Elantra GT hitting the streets, there has been a lot of positive press. Here are the highlights:



Veloster Turbo:

- **AutoBlog.com:** "Under the hood of the front-wheel-drive four-door hatchback is a slightly modified version of the same direct-injected 1.6-liter four-cylinder, now with its intake boosted to 19 psi. The new rating works out to 201 horsepower and 194 pound-feet of torque – an impressive output of 125.63 hp per liter (eye-for-eye with the Bugatti Veyron Grand Sport)."
- **Jalopnik.com:** "Hyundai's big idea is to have their halo car at the bottom, not the top of the line. I personally adore this idea, as it gives a much bigger range of people

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the chance to own a marque's most personal and creative effort. You have to admit, the usual halo car concept is kind of a tease – you go in the Ford dealer to gawk at the GT, and come home in a Taurus? That's a letdown. I'd like to see more manufacturers take Hyundai's approach."



Elantra GT:

- **Popular Mechanics:** The Elantra GT is not only the most practical member of Hyundai's compact family; it comes packing the most tech, too... Few would expect to find a 007-like feature on a Hyundai hatchback that costs less than \$20,000. But the new GT packs a hidden camera. Most automakers mount the rear-parking camera somewhere within the vicinity of the license plate or underneath the lip of the vehicle's hatch. But to keep the GT's rear fascia clean, engineers devised a secret-agent solution. Slip the GT's transmission into reverse and the Hyundai badge at the rear of the vehicle will tilt up, revealing the camera. The rearview camera is part of the Elantra GT's Tech Package, which also includes a navigation system and push-button start/stop."

Elantra Coupe:

- **Motor Trend:** "Out on the open road, as my drive partner and fellow MT editor Benson Kong put it: 'The Elantra Coupe is not a car that should be rushed, but driven at a relaxed pace so onlookers can take in the styling.' The Elantra Coupe is large inside for a compact two-door, and has considerably more passenger and cargo volume than the Civic coupe. Empty nesters shouldn't have any problem taking another couple out to dinner and the movies. Both front and rear seat leg and headroom were more than sufficient for your humble 6-foot, 1-inch scribe, and ingress and egress was relatively straightforward..."

CPO NEWS:

CPO Sales: 5,906 – New July Record

July sales of 5,906 Certified Pre-Owned units represents an increase of 46.4% over July 2011 and a 63.3% gain year-to-date. July year-to-date, Hyundai dealers have sold 39,043 CPO units.

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Top Selling CPO Dealers – July 2012 YTD:

NATIONAL		Sales
FL094	Bob Dance Hyundai of Longwood	512
NY075	Atlantic Hyundai	340
FL108	Hyundai of New Port Richey	337
NJ032	Lester Glenn Hyundai	326
NJ029	Brad Benson Hyundai	325
FL049	Coastal Hyundai	307
FL124	Orlando Hyundai	294
NC038	Keffer Hyundai	289
FL088	O'Brien Hyundai	273
NV023	Planet Hyundai	266

HMF NEWS:

Special August Lease Programs

- **2013 Accent GLS A/T** for \$169/month for 36 months; \$1,899 due at signing.
 - **2013 Veloster** for \$179/month for 36 months; \$2,299 due at signing.
 - **2013 Elantra GLS A/T** for \$179/month for 36 months; \$2,299 due at signing.
 - **2013 Elantra Coupe** for \$189/month for 36 months; \$2,299 due at signing.
 - **2013 Elantra GT** for \$199/month for 36 months; \$2,499 due at signing.
 - **2013 Sonata GLS A/T** for \$199/month for 36 months; \$2,299 due at signing.
 - **2013 Tucson FWD GLS A/T** for \$259/month for 36 months; \$2,699 due at signing.
 - **2013 Genesis Coupe 2.0 M/T Std Pkg.** for \$289/month for 36 months; \$2,699 due at signing.
 - **2013 Equus Signature** for \$739/month for 36 months; \$4,999 due at signing.
 - \$0 Down Payment/\$0 First Payment/\$0 Security Deposit for new **2012 Genesis Sedan** and **2013/2012 Equus**.
- Refer to HMF's Marketing announcements for more details.

PARTS & ACCESSORIES NEWS:

Creating Addendum Labels with ARC

Did you know that you can purchase Hyundai-approved *Addendum Labels* from **Print on Demand** and use them to print labels directly from the Accessory Resource Center (ARC)? Here's how it works:

- Once you've selected the accessories that you've put on the vehicle and your ARC Cart is full, simply click on the *Addendum Label Button* in the upper right hand corner
- Enter any additional information that you would like, including up to 4 additional optional items
- Click print!

It's that easy! Other addendum labels that are not Hyundai approved may not print correctly on the ARC due to the specs of those labels versus the Hyundai-approved labels specs. Visit **Print on Demand** today to order your Hyundai Approved Addendum Labels – that website can be accessed by logging into the Parts section of HyundaiDealer.com and clicking the *Print on Demand* link in the lower right hand corner.

Remote Start via MyHyundai.com

Remote start via www.MyHyundai.com is now available for your Blue Link customers. Here how your customers can remote start their vehicle via the Internet:

- Go to the Blue Link tab on MyHyundai.com
- Select the *Vehicle Status* tab
- Select the *Remote Vehicle Start* image or the *Remote Start* tab
- Enter the 4 digit pin
- Hit *Submit*
- Your customers can even set a delay to give them time to get to their vehicle before it starts

Blue Link Videos Reminder: There are a variety of Blue Link videos now available on HyundaiBlueLink.com. These videos have been developed for marketing purposes and How-To training:

- **Marketing Videos:** There are 10 marketing videos available on HyundaiBlueLink.com and the Tube that illustrate the features of Blue Link for your customers. Please familiarize yourselves with the videos and direct customers to HyundaiBlueLink.com for more information on key features. Here's the link: <https://www.hyundaiusa.com/technology/bluelink/index.aspx>
- **How-To Videos** – There are 12 videos available on HyundaiBlueLink.com under the FAQs & How-To section. These videos walk you through the entire enrollment process – all the way to searching for a POI in a vehicle. Some of the Blue Link features highlighted include: Enrollment/Preferences, Voice Text Messaging, Blue Link App, POI Search and Download, and many more. Here's the link to these videos: <http://www.hyundaiusa.com/technology/bluelink/faq.aspx>

Top HPI Dealers: July '12 YTD*

NATIONAL			HPI Score
1.	KY009	Jim Johnson Hyundai	988
2.	TX141	James Wood Hyundai	985
3.	WI025	Dahl Hyundai	984
4.	WV014	Hyundai of Beckley	981
5.	WA046	Carey Hyundai	978
T6.	IL030	Mike Miller Hyundai	976
T6.	VT003	Gateway Hyundai	976
T6.	TX118	Orr Hyundai	976
T6.	AZ031	Jim Click Hyundai of Green Valley	976
T10.	OH053	Ron Marhofer Hyundai	975
T10.	MA034	Gary Rome Hyundai	975
T10.	LA031	Hyundai of Slidell	975

*Minimum of 5 surveys a month to qualify for Top Dealer Rankings

Top Selling Dealers – July 2012

CENTRAL REGION – month-to-date sales (MTD)		
IL018	Green Hyundai	200
IL069	Patrick Hyundai	197
IL063	Family Hyundai	186
MN021	Luther Bloomington Hyundai	161
MN018	Morrie's 394 Hyundai	141

SOUTHERN REGION		
FL108	Hyundai New Port Richey	568
FL122	Coconut Creek Hyundai	378
FL114	Rick Case Hyundai	278
VA006	Fairfax Hyundai	269
FL110	Doral Hyundai	238

EASTERN REGION		
NY075	Atlantic Hyundai	598
NJ029	Brad Benson Hyundai	435
NJ032	Lester Glenn Hyundai	355
NY110	Advantage Hyundai	274
NY126	Millennium Hyundai	187

SOUTH CENTRAL REGION		
TX100	Hyundai of El Paso	310
TX139	South Point Hyundai	180
TX158	Ron Carter Hyundai	177
TX040	Huffines Hyundai Plano	165
FL080	Allen Turner Hyundai	151

WESTERN REGION		
CA293	Hardin Hyundai	316
CA232	Hyundai of Roseville	273
CA304	Capitol Hyundai	208
CA314	Keyes Hyundai	200
CA323	Cerritos Hyundai	193

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

August / September Auctions

Manheim Arena	Bolingbrook, IL	Aug. 7
Manheim Auto Auction	Manheim, PA	Aug. 10
Adesa Minnesota	Dayton, MN	Aug. 14
Manheim Orlando	Ocoee, FL	Aug. 14
Manheim Kansas	Kansas City, MO	Aug. 15
Manheim South Seattle	Kent, WA	Aug. 15
Manheim Auto Auction	Manheim, PA	Aug. 17
Manheim Arena	Bolingbrook, IL	Aug. 21
Manheim Dallas	Dallas, TX	Aug. 22
Southern Auto Auction	E. Windsor, CT	Aug. 22
Manheim Denver	Denver, CO	Aug. 28
Manheim Orlando	Ocoee, FL	Aug. 28
Southern Auto Auction	E. Windsor, CT	Sept. 5
Manheim Auto Auction	Manheim, PA	Sept. 7
Manheim Nevada	Las Vegas, NV	Sept. 7

For online sales, log onto www.hyundaifastlane.com