

## JULY SALES: 66,005 UNITS

### All-Time July Record: Up 6.4%!

**July was a milestone month!** You and your sales team were on your game again in July, setting another record as Santa Fe and Elantra continued to be star performers.

“July was another record-breaking sales month for us and is a great way to begin the second half of the year,” said Dave Zuchowski, Hyundai Motor America’s Executive Vice President, National Sales. “This is a terrific time for consumers to purchase a new Hyundai – inventories are being restored, there is ready access to competitive financing terms, and marketing activities and incentive support are running at a fevered pitch. The Hyundai brand is particularly well positioned to compete head-to-head and sustain our record-setting pace throughout the balance of these strong summer months.”

Here are the July sales highlights:

- **Elantra** sales: 23,958 units – up 29% over last July and up 29% calendar year-to-date
- **Sonata** sales: 18,903 units – our 2<sup>nd</sup> best-selling model
- **Santa Fe** sales: 6,845 units – up 48% over last July
- **Accent** and **Veloster** sales were also up compared to July 2012

“It was a good month, with an all-time record July and two milestones – you sold our two-millionth Sonata and our one-millionth Santa Fe,” said John Krafcik, President and CEO of HMA. “Our plants continue to push to restock your dealership with vehicles like our new 2014 Equus. Inventories on our best-selling models – Elantra, Sonata and Santa Fe – remain leaner than we’d like, with just 30 days of stock on hand of these core volume products.”

As we continue through the summer, keep up the good work – you’re selling at a record-breaking pace!

## PRODUCT TRAINING NEWS:

### Last Chance: '13 Ride & Drive

Our hands-on, interactive 35-city/88-event **2013 Product Support Ride & Drive and STAR Certification Workshop Tour** wraps up on August 24<sup>th</sup> – enroll now before it’s too late: [www.hyundaisalestrainingenroll.com](http://www.hyundaisalestrainingenroll.com)

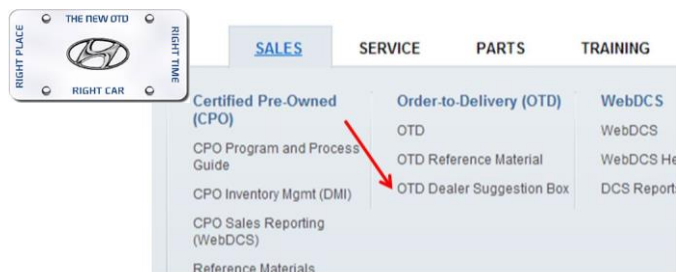
- Remember that you can find all of the current Hyundai product information at [www.spi1986.com](http://www.spi1986.com)

## NEW ALLOCATION SYSTEM:

### OTD Dealer Suggestion Box

The new **Order-to-Delivery** (OTD) system has been up and running for about a month, and to make it easy for you to offer any suggestions on improvements, on July 22<sup>nd</sup>, the OTD Dealer Suggestion Box link became available on the Sales Tab on [www.HyundaiDealer.com](http://www.HyundaiDealer.com). This allows you to suggest enhancements to the OTD system, or to offer a new idea (we always love new ideas).

So far, 50 suggestions have been submitted, and the project team is thrilled! Thank you for submitting your ideas for making this new system one of the best in the industry. In the OTD Reference Material link, we have added a listing of all enhancements implemented since we’ve launched and enhancements that will be deployed in the near future. Please remember that select dealer ideas from the dealer suggestion box will also be added to the enhancement list in the OTD reference material section.



Thank you again for providing valuable suggestions to our project team so we can include them in discussions about the next version of OTD. As you know, results of the July allocation will be realized during the September to November timeframe, so we plan to conduct a formal dealer survey in October. We will be incorporating the suggestions along with the survey results to provide us with a clear picture of what is working well and what needs to be improved in the next version of OTD.

## Sales Edge Quick Links:

- [www.spi1986.com](http://www.spi1986.com) – STAR Product Information
- [www.HyundaiSalesTraining.com](http://www.HyundaiSalesTraining.com) – new Sales Training site for STAR certification and best practices
- [www.HyundaiNews.com](http://www.HyundaiNews.com) – Hyundai Media site
- [www.HyundaiDealer.com](http://www.HyundaiDealer.com) – Hyundai Dealer site
- [www.Hyundai.com](http://www.Hyundai.com) – Hyundai Consumer & Smartphone site

**ASSURANCE CONNECTED CARE:**

**ACC Program = Unique Advantage**

Today’s automotive marketplace is highly competitive. One way to set yourself apart from other dealers is by promoting the **3-Year Assurance Connected Care (ACC)** coverage that comes standard at no charge on all new Blue Link-equipped Hyundai vehicles. *Assurance Connected Care* is

powered by our Blue Link telematics platform that has enrolled over 400,000 subscribers.



- ACC makes Hyundai the only non-premium automaker to offer a complete package of complimentary safety and car care services to your owners
- ACC is a suite of safety and car care features providing Hyundai owners with proactive services that include automatic collision notification, SOS emergency assistance, enhanced roadside assistance, monthly vehicle diagnostics reports and maintenance alerts
- ACC makes Hyundai the first manufacturer to include this degree of built-in safety and car care services standard for three years at no cost
- The service is fully transferable to subsequent owners within three years of the vehicle’s date of first use

In addition, the launch of *Assurance Connected Care* is being supported by a multi-media marketing campaign that includes television spots featuring the Bob Marley song, “*Three Little Birds*.” Make the most of this opportunity – it helps your dealership stand out from the competition – consider presenting ACC to all customers shopping a Blue Link-equipped vehicle.

You may want to consider including a review of the **3-Year Assurance Connected Care** coverage in every sales meeting. That way, your entire sales force – including your new hires – are aware of this unique selling advantage.

**BLUE LINK NEWS:**

**New Enhancements to Blue Link**

Recent enhancements to Blue Link have made the **POI Search and Download** feature better than ever. POI Search and Download now requires less steps and the enhanced voice recognition system returns search results both quicker and with more accuracy than ever before. Customers will be pleased to know that they will be saving about 10 seconds during the search process so that they

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can be on their way to their desired destination in no time. In order to use this feature, the customer can follow these steps:

- Push the Blue Link button and when prompted, say: “*new destination*”
  - The customer can say the name of the POI, category or street address
  - To improve the search results, the customer can say their POI “near” [location/city] (i.e., Target near Costa Mesa), otherwise the vehicle location will be used
  - For POIs that may be harder to pronounce (i.e., Sequoia), spelling the name or address of the destination will help search results
- The system will read back the POI they searched for. If there are multiple matches to their search, the system will read up to five nearby choices. Say, “*next*” to hear the multiple matches, “*download*” if it is the correct location or “*try again*” if none of the choices are correct and the customer wants to start over.
- If the customer says “*download*”, depending on whether the vehicle is an audio or navigation system, the vehicle will provide turn-by-turn directions or instructions on the navigation head unit.

**Remember, the navigation demo is an available tool for you to show the benefits of this feature that can be shown on any Blue Link-equipped vehicle.** Just push the Blue Link button and say “*navigation demo*” and follow the same commands as your customer would above. Another good way to help our customers navigate, connect and discover with the push of a button.

**Blue Link usage** – input from 400,000+ Blue Link subscribers:

- Hyundai owners have interacted with Blue Link more than **6.8 million times**
- **10,700+ Hyundai owners** have needed Blue Link emergency services
- **3.2 million** Monthly Vehicle Reports have been emailed
- Remote services have been used **2.9+ million times** (remote lock / unlock / start)

**Top Blue Link Performing Dealers\***

| NATIONAL – JULY YTD |                           | Enrollment | Credit Card Capture |
|---------------------|---------------------------|------------|---------------------|
| MI028               | Elhart Hyundai            | 100.0      | 45.6                |
| IL059               | D'Arcy Hyundai            | 96.5       | 21.9                |
| IL066               | Ettleson Hyundai          | 97.3       | 22.7                |
| IL072               | World Hyundai Matteson    | 96.3       | 24.9                |
| IL082               | Napleton's Valley Hyundai | 97.5       | 28.6                |
| KY012               | Kerry Hyundai             | 95.5       | 33.0                |
| IN006               | Shaffer Hyundai           | 97.0       | 31.1                |
| IN015               | Bales Hyundai             | 98.7       | 61.3                |
| IN038               | Webb Hyundai              | 95.8       | 37.3                |
| IN041               | Evansville Hyundai        | 98.2       | 37.7                |

\*Top 10 Enrollment and Associated Dealer Assist Auto Renewal  
NOTE: Enrollment Objective = 95%; Credit Card Capture Objective = 20%

## IN THE NEWS:

### Racing, Awards & Accolades

On Sunday, August 3<sup>rd</sup>, Hyundai and Rhys Millen Racing teamed up for the Global RallyCross Series at the **2013 ESPN Summer X-Games** in Los Angeles.



- Competing in RallyCross is extremely demanding – Rhys made it through the last chance qualifier to make it to the main, finishing 4<sup>th</sup> overall in a crash-filled final. This was great exposure for Hyundai as millions of fans watched Rhys driving his race-prepped **Veloster**.

**HCD-14 Genesis Concept** named **2013 “Concept Car of the Year”** during the **12<sup>th</sup> Annual North American Concept Vehicle of the Year Awards** that recognize those vehicles most likely to shape the future of the automobile industry. The HCD-14 also received the **“Most Significant Concept Vehicle of the Year”** title for scoring the highest among the category winning concepts. HCD-14 debuted at the North American International Auto Show in Detroit.

## HOPE ON WHEELS NEWS:

### Hyundai Cancer Institute at CHOC

On July 23<sup>rd</sup>, Hyundai Motor America and our U.S. dealer council, through our nonprofit organization *Hyundai Hope On Wheels®*, celebrated the grand opening of the *Hyundai Cancer Institute*. Hyundai Motor America presented CHOC Children’s with the third \$2.0 million installment of a \$10 million research grant committed in 2011. This grant is the largest corporate gift in CHOC Children’s history. Funds are being used for pediatric cancer research at the Hyundai Cancer Institute at CHOC Children’s, using the latest advances in genomic medicine to provide more effective, individualized treatment for children afflicted with this disease. Hyundai also presented CHOC Children’s with two new 2013 Hyundai Santa Fe Sport vehicles.

Hope On Wheels continues at the top of the next column...



Hope On Wheels continued from the previous column...

“Hyundai Motor America’s U.S. headquarters is based in Orange County, and we take great pride in being a part of this community. The opening of the Hyundai Cancer Institute continues our commitment to pediatric cancer with CHOC’s research excellence of providing world-class care for children and families in the Region,” said John Krafcik, President and CEO of Hyundai Motor America.

## CPO NEWS:

### 6,734 Sales: New July Record!

Sales of 6,734 Certified Pre-Owned units set a July CPO sales record. This represents an increase of 14% over July 2012 and a 13% gain year-to-date. July year-to-date, Hyundai dealers have sold 44,157 CPO units.

### Top Selling CPO Dealers: July ‘13 YTD

| NATIONAL |                               | Sales |
|----------|-------------------------------|-------|
| FL108    | Hyundai of New Port Richey    | 723   |
| NJ032    | Lester Glenn Hyundai          | 454   |
| GA037    | Jim Ellis Hyundai             | 443   |
| FL122    | Coconut Creek Hyundai         | 409   |
| FL088    | O’Brien Hyundai of Fort Myers | 366   |
| NC038    | Keffer Hyundai                | 366   |
| NY075    | Atlantic Hyundai              | 345   |
| FL103    | Universal Hyundai             | 342   |
| FL127    | Hyundai of St. Augustine      | 340   |
| NV023    | Planet Hyundai                | 338   |

**CPO Window Label Available with Enhanced Data:** As of June 22, Hyundai CPO Monroney-like window labels display the following enhanced VIN details:

- City and Highway MPG for virtually all VINs
  - Hyundai-specific names for exterior and interior colors
  - Detailed list of standard, optional and PIO equipment
- Labels printed from the DMI Vehicle Command website, accessed from the CPO Portal within the Sales tab of HyundaiDealer.com, automatically contain the enhanced data.

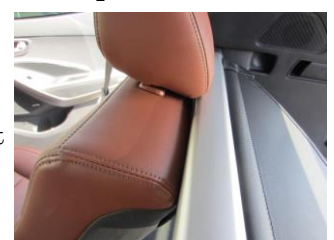
## PRODUCT NEWS:

### Santa Fe Cargo Cover Installation

On the new Santa Fe models with 3-rows of seats, when the Cargo Cover/Screen is ordered as a PIO, it will come to your dealership stored in the underfloor cargo area in the supplied slot. This prevents damage during transportation and it allows you to demonstrate folding the 3<sup>rd</sup> row seats.

- **Be sure to inform the customer and demonstrate how to install the Cargo Cover prior to the sale.**

On Santa Fe Sport models, the Cargo Cover will come installed in its regular position, as it is an important product feature for many buyers (shown at right).





## PRODUCT NEWS:

# 2014 Equus Arrives at Dealerships

Since its introduction, the Equus has proved that Hyundai knows how to deliver a premium driving experience. And for the 2014 model year, the new Equus embodies our *new thinking, new possibilities* philosophy as this redesigned premium luxury sedan features enhancements to exterior and interior design, vehicle dynamics, material selection, driver technology displays and advanced safety features.

- Complete 2014 Equus information is on [www.spi1986.com](http://www.spi1986.com)
- So far this year, Equus is the #1 shopped premium luxury sedan, ahead of the Mercedes-Benz S-Class, BMW 7-Series, Audi A8, Lexus LS and Jaguar XJ (according to an industry shopping analysis by *Compete*).



## EQUUS DEALER KIT:

One key to selling the Equus is understanding what it has to offer, where it is superior to its competitors, and how to operate its controls. Accordingly, Equus dealers will receive the following items for the 2014 model (this *2014 Equus Kit* is scheduled to ship to dealers the week of August 12<sup>th</sup>):

- 5 copies – **2014 Equus Guide**
- 5 copies – **2014 Equus Source**
- 5 copies – **2014 Equus Fast Facts**
- 5 copies – **2014 Equus Warranty Comparison**
- 5 copies – **2014 Equus Dare to Compare**
- 20 copies – **“Everything EQUUS” Summer Newsletter**

## 2014 EQUUS OVERVIEW:

For 2014, Equus comes in *Signature* and *Ultimate* 5-passenger models. Here is a brief overview of the new features that are standard on all Equus models:

### Exterior:

- New 19-in. turbine-blade polished silver wheels
- New front bumper fascia and grille design
- New side mirrors and tail lamp graphics
- Standard LED fog lamps
- New Night Shadow Brown exterior color

Equus Overview continues at the top of the next column...

Equus Overview continued from the previous column...

### Interior:

- Redesigned instrumental panel, center stack, center console and shift lever design
- Revised steering wheel control layout
- New ivory leather interior environment
- New, ultra-premium genuine wood trim selections
- Redesigned rear seat center console controls

### Suspension:

- Revised tuning to enhance ride comfort and handling
- Revised front suspension bushings

### Additional Features:

- Blue Link® with 3-year Assurance Connected Care
- Larger, 7-in. TFT LCD cluster display (Signature)
- Larger 9.2-in. upper center stack LCD display
- 3-zone climate control system
- Smart Cruise Control with stop/start (from 0 mph)
- Proximity Smart Key with key fob & card-key types
- Standard Rear Cross-traffic Alert
- Standard Blind Spot Detection (BSD)

### Ultimate Features (adds or replaces Signature features):

- Heads-up display (HUD)
- Cooled rear seats
- Power rear side window sunshades
- Rear seat power up/down head restraints w/manual tilt
- Rear seat illuminated vanity mirrors
- Multi-view camera w/forward-view cornering camera
- Power trunk lid
- Steering-wheel haptic dial control for center cluster
- 12.3 inch TFT LCD instrument cluster display screen
- Rear seat entertainment system w/dual 9.2-in. monitors
- Power lumbar (rear outboard seats)
- Power door closure



### Exterior Color changes – for production order months:

- As of July production order: Black Noir Pearl (AF) will be replaced with Caspian Black (YB6)
- As of August production order: Titanium Gray Metallic (NY) will be replaced with Parisian Gray (V6S)
- As of September production order: White Satin Pearl (AT) will be replaced with Casablanca White (YW6)
- As of November production order: Platinum Metallic (AU) will be replaced with Santiago Silver (Y6S)

HMF NEWS:

## Special August Lease Programs

Here are the HMF lease programs for August:

- **'13 Elantra:** \$169/mo. for 24 months; \$2,199 at lease signing
- **'13 Elantra Coupe:** \$179/mo. for 24 mos.; \$2,499 at lease signing
- **'13 Elantra GT:** \$189/mo. for 24 mos.; \$2,699 at lease signing
- **'13 Genesis:** \$399/mo. for 36 months; \$3,499 at lease signing
- **'13 Sonata:** \$199/mo. for 36 months; \$2,199 at lease signing
- **'13 Sonata Hybrid:** \$239/mo. for 36 mos.; \$2,999 at lease signing
- **'14 Equus:** \$739/mo. for 36 months; \$4,999 at lease signing

Refer to HMF's Marketing announcements for more details.

SERVICE NEWS:

## Assurance Car Care Express

*Hyundai Assurance Car Care Express* is going strong with 132 dealers enrolled in the program. Over 90 dealers have been installed in the past 12 months and are offering customers oil changes and routine maintenance at reduced wait times. According to J.D. Power, routine



maintenance accounts for 75% of a Hyundai dealership's service volume. The aftermarket has

increased the competition for this business with more than 25,000 oil change locations nationwide. With *Hyundai Assurance Car Care Express*, processes in your dealership will allow you to compete with the quick lube aftermarket and increase service traffic.

"Car Care Express is something that every dealer has to embrace if they want to survive," says Ken Mauldin, Service Director at Vandergriff Hyundai. "This process has dropped our wait times dramatically, which in turn has increased HSI, retention and profits. I have already grown from two to three Car Care Express teams in 90 days. I highly recommend that every dealer get on board immediately!"

To learn more about how *Car Care Express* can improve your service business, contact your Regional Management.

## August / September Auctions

|                       |                 |          |
|-----------------------|-----------------|----------|
| Adesa Minnesota       | Dayton, MN      | Aug. 13  |
| Manheim Orlando       | Ocoee, FL       | Aug. 13  |
| Manheim Riverside     | Riverside, CA   | Aug. 13  |
| Manheim Kansas City   | Kansas City, MO | Aug. 14  |
| Manheim Nevada        | Las Vegas, NV   | Aug. 16  |
| Manheim Dallas        | Dallas, TX      | Aug. 21  |
| Southern Auto Auction | E. Windsor, CT  | Aug. 21  |
| Manheim Auto Auction  | Manheim, PA     | Aug. 23  |
| Manheim Auto Auction  | Denver, CO      | Aug. 27  |
| Manheim Orlando       | Ocoee, FL       | Aug. 27  |
| Manheim Riverside     | Riverside, CA   | Aug. 27  |
| Manheim Auto Auction  | Manheim, PA     | Sept. 6  |
| Manheim Nevada        | Las Vegas, NV   | Sept. 6  |
| Adesa Minnesota       | Dayton, MN      | Sept. 10 |
| Manheim Orlando       | Ocoee, FL       | Sept. 10 |

**Fastlane Highline Closed Event Sale:** August 17 – 19

For online sales, log onto [www.hyundaifastlane.com](http://www.hyundaifastlane.com)

## Top HPI Dealers - July YTD\*

| NATIONAL – Year-To-Date sales (YTD) |                          | HPI Score |
|-------------------------------------|--------------------------|-----------|
| MN024                               | Dondelinger Hyundai      | 984       |
| WI010                               | Ken Vance Hyundai        | 981       |
| NY122                               | Simmons Rockwell Hyundai | 980       |
| KY005                               | Glenn Hyundai            | 980       |
| UT013                               | Murdock Hyundai          | 979       |
| LA027                               | Hyundai of Houma         | 979       |
| PA060                               | Freedom Hyundai          | 979       |
| PA080                               | Hyundai of Greensburg    | 978       |
| PA070                               | Ciocca Hyundai           | 978       |
| MA024                               | Mirak Hyundai            | 977       |

\*Minimum of 10 surveys a month to qualify for Top Dealer Rankings

## Top HSI Dealers - July YTD\*

| NATIONAL – Year-To-Date sales (YTD) |                                | HSI Score |
|-------------------------------------|--------------------------------|-----------|
| KY009                               | Jim Johnson Hyundai            | 983       |
| TX076                               | Texoma Hyundai                 | 982       |
| AR025                               | Superior Hyundai               | 980       |
| IN028                               | Ray Skillman Southside Hyundai | 980       |
| TX162                               | Mike Brown Hyundai             | 980       |
| OH050                               | Mathews Hyundai                | 974       |
| NY106                               | Curry Hyundai                  | 973       |
| TX098                               | Star Hyundai                   | 973       |
| ID009                               | Rob Green Hyundai              | 972       |
| WA026                               | Hyundai of Everett             | 972       |

\*Minimum of 25 HSI surveys a month to qualify for Top HSI Ranking

## Top Selling Dealers - July '13 MTD

| CENTRAL REGION – Month-To-Date (MTD) |                           | Sales |
|--------------------------------------|---------------------------|-------|
| IL069                                | Patrick Hyundai           | 203   |
| IL018                                | Green Hyundai             | 192   |
| IL063                                | Family Hyundai            | 182   |
| IL082                                | Napleton's Valley Hyundai | 179   |
| OH053                                | Ron Marhoffer Hyundai     | 161   |

| SOUTHERN REGION |                            | Sales |
|-----------------|----------------------------|-------|
| FL108           | Hyundai of New Port Richey | 630   |
| FL122           | Coconut Creek Hyundai      | 341   |
| FL110           | Doral Hyundai              | 312   |
| FL114           | Rick Case Hyundai          | 250   |
| FL103           | Universal Hyundai          | 235   |

| EASTERN REGION |                      | Sales |
|----------------|----------------------|-------|
| NY075          | Atlantic Hyundai     | 456   |
| NJ032          | Lester Glenn Hyundai | 391   |
| NJ029          | Brad Benson Hyundai  | 362   |
| NY110          | Advantage Hyundai    | 217   |
| NJ011          | Freehold Hyundai     | 182   |

| SOUTH CENTRAL REGION |                        | Sales |
|----------------------|------------------------|-------|
| TX100                | Hyundai of El Paso     | 280   |
| TX158                | Ron Carter Hyundai     | 219   |
| TX139                | South Point Hyundai    | 216   |
| TX040                | Huffines Hyundai Plano | 183   |
| TX095                | Round Rock Hyundai     | 167   |

| WESTERN REGION |                              | Sales |
|----------------|------------------------------|-------|
| CA293          | Hardin Hyundai               | 353   |
| CA314          | Keyes Hyundai                | 273   |
| CA310          | Garden Grove Hyundai         | 250   |
| NV020          | Henderson Hyundai Superstore | 205   |
| CO034          | Arapahoe Hyundai             | 187   |