

## JULY SALES: 67,001 UNITS

### Another Record: *Best July Ever!*

You and your sales team came through, breaking another record, making this the best July ever with sales up 1.5% over last July – *thank you and your team for your hard work!*

“As the summer weather heated up across the country, so did the selling season. With 2015 models beginning to hit showrooms, incentive spending is up across major brands and competitive financing is available, so it’s a buyers’ market that many shoppers took advantage of,” said Bob Pradzinski, Vice President, National Sales. Here are the sales highlights for July:

- **Sonata** – our #1 selling car at 22,577 units – up 19%
- **Elantra** – our #2 selling car at 22,213 units
- **Santa Fe** – 8,655 units – up 26% over last July
- **Genesis** – 2,990 units – up 5% over last July
- **Equus** – 305 units – up 76% over last July

July wasn’t just about setting new sales records, Hyundai also received more good news from J.D. Power (*see below*) – that news plus the new 2015 models arriving at your dealership will help you *break records all summer long!*

**J.D. POWER APEAL STUDY:** The *2014 Automotive Performance, Execution and Layout (APEAL) Study* was released and Hyundai was the **highest-ranked non-premium brand** and the **2014 Accent** was designated as the most appealing small car, while the Sonata and Veloster came in second in their respective segments. Hyundai is also the highest-ranked non-premium brand in the *J.D. Power 2014 Initial Quality Study<sup>SM</sup> (IQS)* – this is the first time a nameplate has ranked highest among non-premium brands in both APEAL and IQS in the same year! *Great news to share with your customers!*

### Sales Edge Quick Links:

[www.HyundaiProductInformation.com](http://www.HyundaiProductInformation.com) – for Hyundai Product Information

[www.HyundaiSalesTraining.com](http://www.HyundaiSalesTraining.com) – for Sales Training Tracking and STAR certification

[www.HyundaiSalesReward.com](http://www.HyundaiSalesReward.com) – for Sales Person / Manager STAR rewards

[www.HyundaiNews.com](http://www.HyundaiNews.com) – Hyundai Media & press releases

[www.HyundaiDealer.com](http://www.HyundaiDealer.com) – for all things related to Hyundai Dealer Operations

[www.HyundaiAdPlanner.com](http://www.HyundaiAdPlanner.com) – for Dealership advertising

[www.HyundaiHopeOnWheels.org](http://www.HyundaiHopeOnWheels.org) – for the latest *Hyundai Hope On Wheels* pediatric cancer information

[www.Hyundai.com](http://www.Hyundai.com) – Hyundai Consumer Site that includes “build your own” model information and Bluetooth pairing information

## OTD NEWS:

### OTD August Update

We are excited to announce the availability of the new features with the second release of OTD Version 6:

- Transition from Stock Bank to Ideal Mix
- Enhanced navigation options for the Priority Order Bank
- Transition from Events Tab to Dashboard
- Enhanced vehicle management capability with new vehicle ETA dates and ETA reporting
- OTD availability of PDF Monroney labels

These enhancements are based off feedback from dealer surveys and dealer focus group meetings. We will continue to communicate updates as we approach each milestone in enhancing OTD Version 6 – and we have two more releases scheduled in 2014.

For more information on OTD Training, please visit **HyundaiDealer.com** → Sales → OTD Reference **Material tab**. There, you can find OTD training manuals, videos, FAQ’s and more!

## TRAINING NEWS:

### STAR Certification is open: *But only until August 31<sup>st</sup>*

A new Hyundai STAR certification period has begun. To maintain certification, currently certified Sales Consultants and Sales Managers must complete the following new courses by August 31:

- Hyundai LIVE! Sonata Strategies
- Hyundai Blue Link<sup>®</sup>
- Sonata Experience
- Leasing Tips
- Selling Hyundai CPO Vehicles
- Customer-Focused Phone Skills
- Hyundai Fuel Cell Technology
- Hyundai CPO Overview (*for Managers only*)
- Sales + F&I Delivering Value (*for Managers only*)

New Sales Consultants and Sales Managers may have additional courses to complete. To find out what courses you need to complete, check “My Learning Plan” on [www.HyundaiSalesTraining.com](http://www.HyundaiSalesTraining.com).



Maintain your STAR certification – and enhance your Hyundai product knowledge and selling skills – by completing all your courses today!

## Building Your Sonata Knowledge

The new 2015 Sonata is brimming with features never before offered on Hyundai’s midsize sedan (or any midsize sedan, in many cases), and as July’s sales demonstrate, it continues to be one of our most popular models.

If you viewed the **“Hyundai LIVE!”** webcast on July 17<sup>th</sup>, then you know that the program was filled with information about this exciting new vehicle. In fact, there was so much information that we couldn’t include it all during the 90-minute webcast.

The good news is that everything that you saw in the event – as well as additional new content – is now available online at [www.HyundaiSalesTraining.com](http://www.HyundaiSalesTraining.com) under the **“Resources”** tab. There, you’ll be able to view:

- The entire webcast, including interviews with members of the Blue Link® and HMMA teams
- Extended segments of the video walkaround of the 2015 Sonata Limited, including the Sonata Sport 2.0T and Sonata Eco
- Extended videos of the interview with Chris Susock, Director of Quality Operations, Hyundai Motor Manufacturing Alabama
- Answers to the most Frequently Asked Questions
- A comprehensive 2015 Sonata Feature/Function/Benefit chart
- Blue Link® competitive comparison table, and more.

In this webcast, you saw someone conducting a walkaround on video. For an opportunity to experience the new Sonata in person, you and your sales staff should attend the **2015 Sonata Experience Workshop**. This half-day, interactive, hands-on workshop, demonstrates how to:

- Connect Sonata’s features to your customers’ needs
- Conduct a Sonata feature/function/benefit walkaround
- Build the Sonata value story
- Draw on stories that will help you sell Sonata
- Develop competitive strategies

To find the date and location of the **2015 Sonata Experience Workshop** nearest you, go to [www.HyundaiSalesTraining.com](http://www.HyundaiSalesTraining.com) and enroll (no log-on is required). Plan now to attend the **2015 Sonata Experience** for yourself. This brief investment of your time will help you reap significant rewards as the launch of the 2015 Sonata continues.

## 2014 Ride & Drive Tour Wraps Up

This is your last chance to send your sales team to this exciting hands-on product event day, as the Hyundai Sales Training **2014 Product Support & STAR Certification Workshop Tour** wraps up in August!

- **Remaining August Cities:** Orlando, FL; Ft. Lauderdale, FL; Portland, OR; Rochester, NY; Sacramento, CA
- Registration runs from 9:00 a.m. – 10:00 a.m.; the program begins at 10:00 a.m. and ends at 4:30 p.m.

For more details on content, enrollment procedures, cities, venues and maps, go to [www.HyundaiSalesTraining.com](http://www.HyundaiSalesTraining.com); roll over the **“Enroll”** tab, then click on the link to the Tour.

## Celebrities Switching to Hyundai:



Jonathan Pelc works at Atlantic Hyundai, West Islip, NY, and is the #1 salesperson in the Eastern Region, #2 in the nation. Here’s Jonathan in action, delivering a Genesis AWD Ultimate to 1969 New York Mets World Series Champion 1<sup>st</sup> Baseman, Ed Kranepool (left), and a 2015 Sonata to News 12 Long Island Meteorologist, Bill Korbel. Here’s an idea: *See if any of your local celebrities might be interested in a new Hyundai?*

## Sales Tip from the Field:

At one of the recent workshops, John Sabel, a salesperson at Crossroads Hyundai, Loveland, CO, shared a tip with us that he uses with his customers to help them fall in love with Hyundai. This is John’s marketability slogan:

**Why Hyundai? Just remember the 5 “Ys:”**

1. **Warranty**
2. **Safety**
3. **Durability**
4. **Designed Beautifully**
5. **Fuel Economy**

He closes by asking his last **“Y”** – **“Y” RU Waiting?** Pretty clever – your sales staff may want to consider integrating it into their presentations. Another best practice is to introduce customers to your Service Department personnel during their product presentation or delivery.

BLUE LINK NEWS:

## Recent Blue Link Complimentary Trial & Name Change

As a reminder, there have been important changes to the current Blue Link® program. Effective July 17, 2014, the **Assurance Connected Care complimentary trial period changed from three years to one year** and is applicable to all Blue Link equipped vehicles. The package will be officially renamed **“Blue Link Connected Care”**.

If your customer is a current subscriber to the Assurance Connected Care package, there is no action necessary. Only customers who subscribe after the effective date will receive the new complimentary one year trial, which will continue to include services like:

- Automatic Collision Notification, Enhanced Roadside Assistance, Automatic Diagnostic Trouble Code Notification, Monthly Vehicle Health Report, Car Care maintenance scheduling & more, based on equipment.

The enrollment process for all Blue Link packages will not change. The new, 1-year complimentary period for *Blue Link Connected Care* will continue to be available to customers who enroll, including those who enroll without providing a credit card, and those customers who choose the auto-renewal enrollment with a credit card which is required to activate the free trial for *Remote & Guidance*.

The enrollment screens and terms and conditions will indicate a 1-year complimentary trial. In the event there are vehicles on your lot with a Monroney Label indicating 3 years of Assurance Connected Care, HMA will accommodate customer requests for the trial to be extended from one year to three years. The *Blue Link Customer Care Center* (1-855-2-BlueLink) is prepared with the necessary information to accommodate these customers.

Please ensure that you review all consumer facing and dealer training materials in your dealership that pertain to prior Blue Link trial periods, and REMOVE & DISCARD all materials that indicate the 3-year trial to Assurance Connected Care or older materials.

## Top Blue Link Performing Dealers\*

NATIONAL JULY YTD		Enrollment	Credit Card Capture
CO043	Crossroads Hyundai	102	73
MA061	Prime Hyundai South	100	41
PA062	Washington Hyundai	99	44
NC046	Pinehurst Hyundai	99	72
MA059	Bernardi Hyundai	99	54
OK019	Billingsley Hyundai Lawton	99	52
NV023	Planet Hyundai	99	51
NY121	Mid-Island Hyundai	99	38
MI028	Elhart Hyundai	99	54
NH014	Salem Hyundai	99	64

\*Top 10 Enrollment & Associated Credit Card Capture  
NOTE: Enrollment Objective = 80%; Credit Card Capture Objective = 35%

CPO NEWS:

## CPO Sales: 8,490 units - Best Ever Sales Month on Record!

The July CPO sales record of 8,490 units also marked the all-time best month for CPO sales! This represents an increase of 26.1% over July 2013. Year-to-date, 742 Hyundai dealers sold 54,342 CPO units, creating a 23.1% gain over last year.

## Top Selling CPO Dealers: July '14 YTD

NATIONAL - JULY YTD		Sales
FL108	Hyundai of New Port Richey	920
GA037	Jim Ellis Hyundai	533
FL005	Rick Case Hyundai	506
NJ032	Lester Glenn Hyundai	484
TX100	Hyundai of El Paso	448
NC023	Planet Hyundai	415
NV020	Henderson Hyundai Superstore	365
MN021	Luther Bloomington Hyundai	352
CA293	Hardin Hyundai	342
NJ046	Hudson Hyundai	330

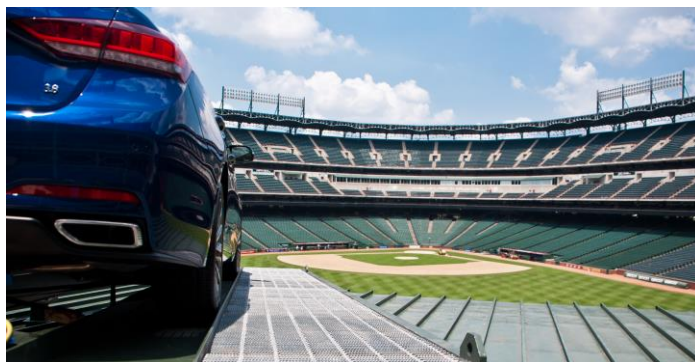
### Special CPO Low APR Financing Rates Continue:

HMA and HMF are pleased to announce the continuation of special low APR rates for well-qualified buyers during August 2014 in support of CPO vehicle sales. Special rates will be in effect and available from August 1 – Sept. 2, 2014. See the HMF CPO program bulletin for complete details, terms and conditions.

IN THE NEWS:

## Hyundai Sponsors Texas Rangers

Hyundai is now an official automotive partner of the *Texas Rangers* baseball team. With one of Major League Baseball’s most dedicated fan bases, the Texas Rangers provide the perfect sponsorship opportunity to connect these baseball fans with the Hyundai brand.



Hyundai’s 5-year sponsorship at *Globe Life Park* includes transforming the Batter’s Eye Club into the luxurious “*Hyundai Club*” with Hyundai signage on the metal railings, Hyundai-branded HDTVs, and stairs that bear the Hyundai logo leading up to the Club. Above the *Hyundai Club*, suspended from the club roof, is a 2015 Genesis and back-lit Hyundai logo, which will illuminate each time the Rangers get a hit.



**2015 SONATA:** *USA Today* said – "... the tip-toe overhaul has made the 2015 Hyundai Sonata sedan a deadly serious contender for best of its ilk... Drives smoother, goes better, provides more features, yet carries starting prices lower than the previous model."

- **2015 SONATA** was named a **2014 TOP SAFETY PICK+**, when equipped with optional Forward Collision Warning, by the *Insurance Institute of Highway Safety*

**2015 GENESIS:** *Los Angeles Times* said – "It's refreshing and bold from every angle... It all adds up to a sedan that telegraphs your promotion to friends and neighbors."

**2014 VELOSTER:** Named to the **10 Coolest New Cars Under \$18,000** list by *Kelley Blue Book's KBB.com*

**SUCCESS OF SOCCER SOCIAL MEDIA:** "The response to #BecauseFutbol has been amazing; outranking other branded hashtags from leading FIFA advertisers including Adidas, Nike, Budweiser, and Volkswagen to name a few. It quickly gained popularity, organically dominating conversations around the World Cup," said Steve Shannon, Vice President, Marketing, Hyundai Motor America.

**HMF NEWS:**

**Special August Lease Programs**

- '15 **Elantra:** \$179/mo. for 36 mos; \$2,399 at lease signing
- '15 **Sonata:** \$199/mo. for 36 mos; \$2,399 at lease signing
- '15 **Genesis:** \$429/mo. for 36 mos; \$3,999 at lease signing
- '14 **Elantra:** \$179/mo. for 36 mos; \$2,299 at lease signing
- '14 **Sonata:** \$199/mo. for 36 mos; \$2,199 at lease signing
- '14 **Sonata Hybrid:** \$239/mo. for 36 mos; \$3,199 at lease signing
- '14 **Azera:** \$329/mo. for 36 mos; \$3,199 at lease signing
- '14 **Santa Fe Sport:** \$249/mo. for 36 mos; \$3,199 at lease signing
- '14 **Genesis:** \$349/mo. for 36 mos; \$3,499 at lease signing
- '14 **Equus:** \$739/mo. for 36 mos; \$3,999 at lease signing

\*Refer to HMF's Marketing announcement for the newest rates.

**August / September Auctions**

Adesa Minnesota	Dayton, MN	Aug. 12
Manheim Orlando	Ocoee, FL	Aug. 12
Manheim Riverside	Riverside, CA	Aug. 12
Manheim Kansas City	Kansas City, MO	Aug. 13
Manheim Riverside	Riverside, CA	Aug. 19
Manheim Dallas	Dallas, TX	Aug. 20
Southern Auto Auction	E. Windsor, CT	Aug. 20
Manheim Auto Auction	Manheim, PA	Aug. 22
Manheim Denver	Denver, CO	Aug. 26
Manheim Orlando	Ocoee, FL	Aug. 26
Manheim Auto Auction	Manheim, PA	Sept. 5
Manheim Arena	Bolingbrook, IL	Sept. 9
Manheim Orlando	Ocoee, FL	Sept. 9

**Fastlane Closed Event Sale: August 15 – 17**

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

**Top HPI Dealers - July YTD\***

NATIONAL – Year-To-Date (YTD)		HPI Score
MA024	Mirak Hyundai	986
TX141	James Wood Hyundai	984
AR034	Crain Hyundai of Springdale	984
WA026	Hyundai of Everett	983
OH047	Preston Hyundai	983
UT013	Murdock Hyundai	983
KY017	Gates Hyundai	983
AL028	Hyundai of Auburn	982
MI034	Bill Marsh Hyundai	981
MS025	Mack Grubbs Hyundai	981
GA063	Terry Reid Hyundai	981
VA031	Robert Woodall Hyundai	981
CT007	M. J. Sullivan Hyundai	981

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

**Top HSI Dealers - July YTD\***

NATIONAL – Year-To-Date (YTD)		HSI Score
TX170	Texoma Hyundai	982
IN028	Ray Skillman Southside Hyundai	979
IN040	Wetzel Hyundai	979
AZ019	Larry H. Miller Hyundai Peoria	976
PA068	Lancaster Hyundai	976
TN034	Gray Epperson Hyundai	976
FL126	Red Hoagland Hyundai	976
OH050	Mathews Hyundai	975
NC058	Bob Mayberry Hyundai	975
AZ032	Chapman Hyundai	975

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

**Top Selling Dealers - July '14 MTD**

CENTRAL REGION – Month-To-Date (MTD)		Sales
IL018	Green Hyundai	179
IL063	Family Hyundai	171
IL082	Napleton's Valley Hyundai	153
OH053	Ron Marhofer Hyundai	140
IA016	Stew Hansen Hyundai	128

SOUTHERN REGION		
FL108	Hyundai of New Port Richey	650
FL122	Coconut Creek Hyundai	324
FL114	Rick Case Hyundai	307
FL110	Doral Hyundai	275
VA006	Fairfax Hyundai	212

EASTERN REGION		
NJ032	Lester Glenn Hyundai	425
NJ029	Brad Benson Hyundai	379
NY075	Atlantic Hyundai	350
NY110	Advantage Hyundai	252
NY126	Millennium Hyundai	167

SOUTH CENTRAL REGION		
TX158	Ron Carter Hyundai	284
TX100	Hyundai of El Paso	280
TX139	South Point Hyundai	222
TX131	Absolute Hyundai of Mesquite	192
TX040	Huffines Hyundai Plano	187

WESTERN REGION		
CA293	Hardin Hyundai	316
NV023	Planet Hyundai	268
CA314	Keyes Hyundai	231
CA310	Garden Grove Hyundai	220
CA323	Cerritos Hyundai	202