

NOVEMBER SALES: 28,045 UNITS

## Sales up 46% Over November '08!

November was a mixed month for most car companies – **not for Hyundai!** Thanks to your efforts, sales were up 46% compared to last year, and sales are up 6.2% for the year! This marks the eleventh consecutive month of year-over-year gains in retail market share. “The combination of your strong sales efforts and the exceptional Hyundai product line keeps us uniquely positioned to grow despite the difficult market conditions,” said Dave Zuchowski, Vice President of Sales. Here are the sales highlights:

- **Sonata** – #1 overall – sales were up 52% over '08!
- **Accent** – was up 93% over '08!
- **Elantra** – sold 6,126 units – up 88% over '08!
- **Santa Fe** – #1 SUV: sales were 6,564 units.
- **Genesis** sales totaled 1,751 units – 52% increase!

As we head into the holiday season, we'd like to thank you and your dealership's sales force for supporting Hyundai and doing an exceptional job in a tough market.

### PRODUCT NEWS:

## 2010 Tucson & 2011 Sonata Debut

This year's *Los Angeles Auto Show* was filled with good news from Hyundai: On Wednesday, the all-new 2011 Sonata was revealed and the next day, the all-new 2010 Tucson was introduced.

- The press loved both new vehicles – and we're sure your customers will, too.
- Your first 2010 Tucson should arrive in late December or early January; your first 2011 Sonata should arrive by late January or in February.

## Hyundai: Most Fuel Efficient in U.S.

One year after promising to become the leading manufacturer in fuel economy, Hyundai delivered by topping the latest U.S. Environmental Protection Agency fuel economy report. Hyundai passed all major manufacturers in Corporate Average Fuel Economy (CAFE), including Honda and Toyota. This demonstrates the effectiveness of Hyundai's value-driven fuel-efficiency strategy and substantiates Hyundai's leadership in the race to achieve the government-mandated 2016 CAFE standard of 35.5 miles per gallon.

## Genesis: Strategic Vision Award

The Genesis Sedan was named the “*Near Luxury Car*” segment leader in Strategic Vision's **2009 Total Value Index™** (TVI). “We see many Lexus, Infiniti, Cadillac and BMW owners trading in their vehicles for the Genesis. Hyundai competes in this segment by meeting a customer's security needs with perceived quality and successful programs such as Hyundai Assurance,” said Alexander Edwards, President, Strategic Vision.

## Genesis: Popular Mechanics' Award

*Popular Mechanics* honored the Genesis Coupe with a **2010 Automotive Excellence Award** in the “*Fun to Drive*” category. “Hyundai has transformed its image – and its cars – in an amazingly short time,” said Ben Stewart, *Popular Mechanics* Automotive Editor. “The Genesis Coupe is proof that Hyundai has developed world-class design, engineering and car-building expertise.”

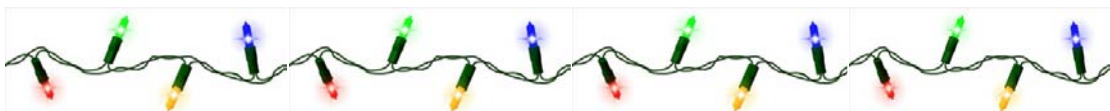
## IQS Period Update

The IQS sales period runs through February 28. Last year, we were the highest ranked non-premium brand. This year, our goal is to be even better! So it's important that your customers understand how to operate key features like:

- Sirius/XM® Radio and the iPod® cable
- Heating/air conditioning/ventilation
- Wiper, headlight and interior light controls – particularly the dome light
- Settings like memory seats, HomeLink® and the personalized user settings, if equipped
- Please check your inventory of 2010 Hyundai vehicles for any open service campaigns – make sure no car gets delivered without having all applicable campaigns completed

Remember the *tear-off page* of the **Quick Reference Guide** is your Customer Delivery Checklist – you need to get three signatures on that page: the customer's, the salesperson and yours, the Sales Manager. We cannot skip a delivery step in December, January and February, including checking the engine oil in front of the customer.

*Everyone at The Sales Edge appreciates your hard work and may all the people at your dealership and in your family enjoy the holidays!*



## TRAINING NEWS:

### Workshop Feedback and New Tube

One topic came up consistently at the **2009 Fall Sales Manager Workshops**: “What is happening with The Tube?” Well, there’s a lot of great news as it relates to The Tube and to Hyundai’s interactive strategy on the whole:

- We launched the redesigned [www.Hyundai.com](http://www.Hyundai.com) on Dec. 1.
- The 2011 Sonata website was launched on December 2.
- The 2010 Tucson website was launched on December 3.

You’ll find the new, redesigned website to be more robust and intuitive to help your customers with their vehicle shopping and decision-making process.

On December 4, the all-new interface and 2010 content was launched on **The Tube**. The new content and interface have been improved, making it more intuitive for consumers and making it easier for salespeople to find the information they need. Here are some of the new features:

- **User-Friendly Interactivity:** Each model has the following content sections to make navigating more intuitive:
  - Performance
  - Safety
  - Color – available paint and trim samples
  - Interior
  - Exterior
  - Compare Hyundai model vs. three key competitors
  - Brochures can be downloaded to a USB drive or sent via email
- **Brand Presence:** A new screen-saver displays thought-provoking messages on the Hyundai brand to draw customers in to explore.
- **Marketing Messages:** Support campaigns and sales events, and can include accolades for the brand or for individual models.

Don’t forget to download The Tube App for your desktop computer – go to [www.TheTube2.com](http://www.TheTube2.com) to get started. The all-new Tube with its premium look and feel will be a useful sales tool for your dealership.

### Product Quiz: Auto. Trans. Dipsticks?

There’s an ad campaign that uses the tagline: “That’s thinking with your dipstick, Jimmy!” Well, here’s a dipstick and a warranty question for you:

1. Which Hyundai models do not have a dipstick for the automatic transmission?
2. How long is the warranty of those transmissions?

**WARRANTY ANSWER:** Hyundai vehicles with an automatic transmission that does not have a dipstick are covered by the 10-year/100,000-mile Powertrain Warranty – see the *Owner’s Manual* for maintenance details. The dipstick answer is at the top of the next column...

## DIPSTICK QUIZ ANSWERS:

The following do not have an automatic transmission dipstick:

- Veracruz
- Genesis Coupe 2.0L
- Genesis Sedan 3.8L
- 2010 Santa Fe 3.5L
- 2011 Sonata
- Genesis Coupe 3.8L
- Genesis Sedan 4.6L
- 2010 Tucson
- 2010 Santa Fe 2.4L

All other Hyundai models have an automatic trans. dipstick.

## STAR Certification Reminder

The 2010 Model Year STAR Product Tests will be available mid-December. A DCS message will be sent to all dealers to officially announce when the 2010 STAR Product Tests become active. And remember:

- If a salesperson is **2009 STAR Certified**, they can take the STAR Practices Test when it is available, then complete the 2010 Product Tests at a later date.
- If a salesperson has *never* been STAR Certified, they **must** pass the 2010 Product Tests **first before** they can take the STAR Practices Test.

## Are Your 1099 Tax Records Up-to-Date?

It’s time to verify that your Tax ID information is correct to ensure you get your 1099 on time! Check with your Office Manager or Sales Manager to make sure your **mailing address** and **Social Security Number** are filed correctly in the Personnel Enrollment Screen. Act now, because it has to be done before January 4, 2010.

## SERVICE NEWS:

### Avoiding a TPMS Warning Light

It is IQS season and winter is here – remember that winter not only brings cold temperatures, it also can bring low tire pressure, resulting in *Tire Pressure Monitoring System* warning lights. To avoid that, consider making it a priority to check the tire pressure on the vehicles in your inventory *before* you sell them and again prior to delivery to a buyer. Satisfied customers can drive high IQS scores, which in turn, can drive more customers into your showroom.

## HMF NEWS:

Look for a separate DCS message with HMF’s *Marketing Bulletin* with information about the latest programs for December, as well as the list of top dealers for November.

## Top Selling Dealers – November YTD

NATIONAL		Sales
NY075	Atlantic Hyundai	3,648
FL108	Hyundai of New Port Richey	3,084
NY029	Brad Benson Hyundai	2,935
NJ032	Lester Glenn Hyundai	2,576
VA006	Fairfax Hyundai	2,237



Top Selling Dealers continued from previous page...

CENTRAL REGION			Sales
IL063	Family Hyundai	Tinley Park, IL	1,337
IL018	Green Hyundai	Springfield, IL	1,115
OH042	Hatfield Hyundai	Columbus, OH	1,063
OH018	Columbia Hyundai	Cincinnati, OH	1,061
OH001	Superior Hyundai North	Fairfield, OH	1,025

SOUTHERN REGION			Sales
FL108	Hyundai New Port Richey	New Port Richey, FL	3,084
VA006	Fairfax Hyundai	Fairfax, VA	2,237
FL122	Coconut Creek Hyundai	Coconut Creek, FL	1,849
FL088	O'Brien Hyundai	Fort Myers, FL	1,532
FL120	Jenkins Hyundai	Leesburg, FL	1,277

EASTERN REGION			Sales
NY075	Atlantic Hyundai	West Islip, NY	3,648
NJ029	Brad Benson Hyundai	Monmouth Jct., NJ	2,935
NJ032	Lester Glenn Hyundai	Toms River, NJ	2,576
NY110	Advantage Hyundai	Hicksville, NY	1,828
NY061	Fuccillo Hyundai	Schenectady, NY	1,620

SOUTH CENTRAL REGION			Sales
TX100	Hyundai of El Paso	El Paso, TX	1,414
TX040	Huffines Hyundai	Plano, TX	1,131
TX095	Round Rock Hyundai	Round Rock, TX	1,020
OK018	Edmond Hyundai	Edmond, OK	891
TX068	Allen Samuels Hyundai	Fort Worth, TX	866

WESTERN REGION			Sales
NV015	Planet Hyundai	Las Vegas, NV	1,339
CA232	Hyundai of Roseville	Roseville, CA	1,245
CO034	Arapahoe Hyundai	Centennial, CO	1,225
CA293	Hardin Hyundai	Anaheim, CA	978
UT013	Murdock Hyundai	Orem, UT	815

## Top Sales Managers – November YTD

CENTRAL REGION		Sales
Jeffrey Kunz	Green Hyundai	1,147
David Clikeman	Arrow Hyundai	889
Jeff Roberts	St. Charles Hyundai	838
Thomas Fascetti	Dean Team Hyundai	823
Jon McFarland	Columbia Hyundai	796

SOUTHERN REGION		Sales
A. Appleby	Coconut Creek Hyundai	1,839
Raul Gomila	Napleton's Hyundai	1,232
Matthew Westcott	Fairfax Hyundai	1,206
Ernest McQuaig	Pearson Hyundai	1,175
Ismail Whea	Brown's Manassas Hyundai	1,097

EASTERN REGION		Sales
Daniel Toomey	Atlantic Hyundai	3,662
David Cantin	Brad Benson Hyundai	2,961
Thomas Ruppen	Bowser Hyundai	1,331
John Perillo	Lester Glenn Hyundai	1,307
John Ashdale	Colonial Hyundai of Downingtown	1,112

SOUTH CENTRAL REGION		Sales
Roosevelt May	Huffines Hyundai	899
Phillip Wartley	Edmond Hyundai	861
Peter Cafferata	Allen Samuels Hyundai	855
Robert Cox	Hub Hyundai	666
Michael Birmingham	Capitol Hyundai	617

WESTERN REGION			Sales
Danielle Gerbino	Hardin Hyundai		898
John Staluppi Jr.	Planet Hyundai		734
Frank Maione	Henderson Hyundai		688
Thomas Scheurn	San Tan Hyundai		586
David Zinsmeister	Arapahoe Hyundai		583

## Top Sales Associates – November YTD

CENTRAL REGION		Sales
Scott Varnum	Dean Team Hyundai	467
James Spink	Gurnee Hyundai	414
Shane Anthony	Lujack Hyundai	320
Christopher Miller	Dean Team Hyundai	298
James Clemmons	McCarthy Olathe Hyundai	280

SOUTHERN REGION		Sales
Patrick Amoriello	Coconut Creek Hyundai	498
Chongjian Guo	Fairfax Hyundai	343
Donald Barker	Fairfax Hyundai	310
Carolyn Davis	Jenkins Hyundai	292
Andrew Getchell	West Broad Hyundai	264

EASTERN REGION		Sales
Joseph Ippolito Jr.	Towne Hyundai	416
Sandra Redway	Atlantic Hyundai	338
Gene Ake	Vision Hyundai	310
Ali Givehchi	Brad Benson Hyundai	303
Brad Trzeciecki	Transitowne Hyundai	295

SOUTH CENTRAL REGION		Sales
Daniel Ronje	Champion Hyundai Corpus Christi	338
Earnest Knight	Capitol Hyundai	216
Kimber Nagim	Sterling Hyundai	212
Gerald Michalak	Absolute Hyundai of Mesquite	205
Stanley Becker	Eckert Hyundai	185

WESTERN REGION		Sales
Howard Fleischman	Frank Motors Hyundai	257
Keri Cornelius	Hardin Hyundai	247
Dong Jin Kim	Garden Grove Hyundai	222
Samlesh Pal	Hyundai of Roseville	219
Gary Cloward	Hardin Hyundai	207

## December / January Auction Dates

Adesa Kansas City	Belton, MO	Dec 08
Manheim Orlando Auto Auction	Ocoee, FL	Dec 08
Manheim South Seattle	Kent, WA	Dec 09
Columbus Fair Auto Auction	Columbus, OH	Dec 09
Greensboro Auto Auction	Greensboro, NC	Dec 09
Manheim Arena	Bolingbrook, IL	Dec 15
Manheim Georgia Auto Auction	Atlanta, GA	Dec 15
Adesa Minneapolis	Dayton, MN	Dec 15
Manheim Dallas	Dallas, TX	Dec 16
Southern Auto Auction	E. Windsor, CT	Dec 16
Manheim Auto Auction	Manheim, PA	Dec 18
Manheim Colorado	Commerce City, CO	Dec 22
Manheim Orlando Auto Auction	Ocoee, FL	Dec 22
Adesa Phoenix	Chandler, AZ	Dec 23
Manheim Georgia Auto Auction	Atlanta, GA	Jan 05
Adesa Kansas City	Belton, MO	Jan 05
Southern Auto Auction	E. Windsor, CT	Jan 06
Manheim Dallas	Dallas, TX	Jan 06
Manheim Greater Nevada	Las Vegas, NV	Jan 07
Manheim Auto Auction	Manheim, PA	Jan 08
Manheim Greater Nevada	Las Vegas, NV	Jan 08
Manheim Orlando Auto Auction	Ocoee, FL	Jan 12

