

NOVEMBER SALES: 40,723 UNITS

All-Time Record November = +85%

Rocktober was awesome, but you broke the record in November! It was the all-time best November in the history of Hyundai – overall sales were up 45% – while retail sales soared 85%! *Congratulations on your efforts!*

“Hyundai has the best Corporate Average Fuel Economy (CAFE) thanks to our expanding lineup of fresh, fuel-efficient, high quality vehicles. This positions us in the sweet spot as industry sales begin to recover,” said Dave Zuchowski, Executive Vice President of Sales, Hyundai Motor America. “Hyundai’s DNA is all about delivering best-in-class value, quality and fuel efficiency. In addition, we have been focusing on providing customers with a memorable retail experience. Thanks to your efforts, we have moved up in the 2010 J.D. Power and Associates’ *Sales Satisfaction Index* (SSI) – moving up from 16th to 7th – making us the most improved brand in the industry, and the top-ranked Asian brand. Hyundai has aggressive plans to leverage the holiday selling season and finish out this record-breaking year.”

Here are the November sales highlights:

- **Sonata** – #1 overall sales – 14,031 units – up 72%
- **Elantra** – 8,631 units – up 41%
- **Tucson** – 3,042 units – up 243%
- **Genesis** – 3,005 units – up 72% = 17th consecutive month of year-over-year sales gains!

With more 2011 Elantras arriving at your dealership, you have an excellent mix to make this the *happiest of holidays!*

IN THE NEWS:

More Accolades and Awards

- The 2011 Elantra earned the highest residual value in its class in the **2011 ALG Residual Value Awards**. That means the Elantra has better resale value than the Toyota Corolla, Mazda3 and the VW Jetta!
- 2011 Sonata named one of the **10Best Cars for 2011** by *Car and Driver* – this is the first time a Hyundai product has received this sought-after recognition.
- 2011 Sonata and Genesis sedan were awarded an **Automotive Best Buy Award** from Consumers Digest.
- The 2011 Sonata received *TheCarConnection’s Best Car to Buy 2011* award.



ADVERTISING NEWS:

Hyundai Holidays Campaign

It's that time of the year – *Holiday Time!* And it's the ideal time for your customers to take advantage of the savings thanks to the **Hyundai Holidays** promotion. This campaign began on Nov. 22 and runs through January 3rd. It includes:

- Hyundai is leveraging the popularity of Internet sensation **Pomplamoose** (Jack Conte and Nataly Dawn) a performing duo who create a wide selection of original and re-made songs into video songs.
- This fully integrated campaign includes TV and radio; digital banners on Hyundai.com and other sites; a Point of Sale kit; social media including YouTube and Facebook postings; and email and direct mail.

Happy Hyundai Holiday selling!

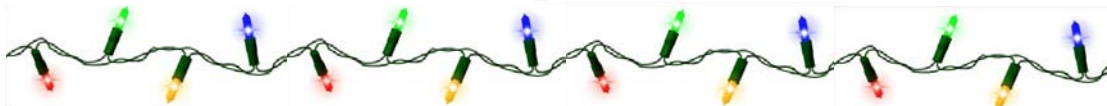
TRAINING NEWS:

2011 STAR Certification

- If you are *currently* STAR Certified for 2010, you have to complete the **2011 Product STAR Test** by January 14th. Upon completion, a **STAR Product Certification Certificate** can be printed.
- Check to see if your **Best Practice Certification** is up to date – if it isn't, complete the needed modules.
- If you are new and are not STAR Certified, then you have to take both the **2011 Product Certification** as well as the **Best Practices Certification** tests.
- Attending the **2011 Sonata Launch Ride & Drive** qualifies you for completing the 2011 Sonata STAR Test.
- **Equus Dealers** – there is a separate Equus Product Certification. The **Equus STAR Test** can be found on the Equus home page in the **STAR Product Information** site.
 - Click on the **Equus STAR Test** tab and re-sign-up, as this is a separate Equus Product Certification site. This Equus STAR Certification qualifies Equus salespeople for Equus incentives.

Note: *Equus Source Book* should have read P245/40R19 front tires.

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



SURVEY NEWS:

In the Midst of the IQS Period

As a reminder, buyers of all the new vehicles sold now could potentially receive the *J.D. Power and Associates' Initial Quality Survey* (IQS) questionnaire. Therefore, every new vehicle needs to be perfect at the time of delivery, and new owners need to understand how to operate key features and controls on their new Hyundai.

In addition, someone from the Sales Department should check with someone in the Service Department to see if there are any open campaigns or Technical Service Bulletins that have been issued for any vehicles that are in your inventory.

- Make sure that all new vehicles in inventory have been properly prepped and there are no open campaigns so these vehicles are ready for delivery.

Here are some additional IQS tips:

- All vehicles should be clean inside and out with no dents.
- Check to make sure your customer can operate the windshield wipers, interior and exterior lights, the navigation system (if equipped), how to pair a cell phone using Bluetooth® (if equipped), and they know how to release the remote fuel fill door.
- Battery level – “*Good Charge*” checked prior to delivery.
- Tire pressure – should be 2 – 5 lbs. over placard for lower temperature compensation.
- Full tank of gas.
- Check oil in front of the customer.
- Explain the **Quick Reference Guide** at time of delivery and get customer to sign the last page – then tear it off and keep it in the vehicle deal jacket.
- Introduce customer to the Service Advisor/Manager.
- Review procedure for first service visit.

PARTS NEWS:

Elantra: Tire Mobility Kit

The 2011 Elantra comes standard with a **Tire Mobility Kit** (TMK) that allows owners to stay mobile after experiencing a tire puncture. In fact, according to Dunlop, the manufacturer, the Tire Mobility Kit – unlike a spare tire and wheel – can keep the driver mobile for the overall majority (90%) of breakdown situations. The TMK consists of a compressor and sealing compound. It effectively seals most punctures caused by nails or similar objects and re-inflates the tire that after the tire is properly sealed. It allows the driver to travel up to 120 miles at a maximum speed of 50 mph.



EQUUS CUSTOMER CONNECT CENTER:

Addressing Equus Customer Needs

The Equus Customer Connect Center is open for business – it was created to provide Equus prospects and owners with an unparalleled, first class resource to assist with inquiries about the Equus and respond to a variety of needs such as:

- Scheduling and coordinating shopping activities such as *Your Time, Your Place* personalized or dealer-based demonstration appointments. ECCC Specialists will reach out to Sales Champions to coordinate the activities
- Vehicle related feature and functionality questions
- Benefits and advantages of the Equus vs. competitors
- Dealer locations
- Maintenance and warranty support using X-Time. ECCC Specialists will reach out to Service Advocates to coordinate the activities
- Follow-up with owners on those all important purchasing and servicing events
- And, much more

The Equus Customer Connect Center is housed at Hyundai's National Headquarters and operates seven days a week from 5:00 a.m. to 9:00 p.m. Pacific time. Customers and dealers can connect with the Equus Customer Connect Center through several channels:

- Customers: 877-EQUUS-27 (877-378-8727) or Dealers: 877-EQUUS-23 (877-378-8723)
- CustomerSupport@HyundaiEquus.com or DealerSupport@HyundaiEquus.com
- www.HyundaiEquus.com

Languages covered by ECCC will be English, Korean, and Spanish, with the option to use Language Line, a translation service that allows a customer and Equus Specialist to speak through a translator of that language.

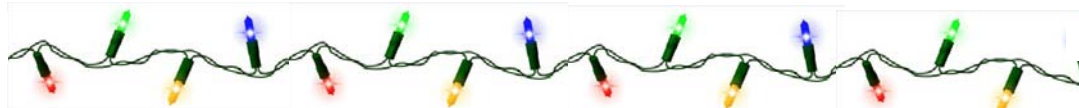
The Equus Customer Connect Center is an essential element of our overall Premium Product strategy intended to assist you in providing quality sales and service experiences and ensuring our owners the finest driving experience.

HMF NEWS:

Special December Lease Programs

- Lease a **2011 Sonata 2.4L GLS A/T** for **\$199/month for 36 months**. \$2,399 due at lease signing (National).
- Lease a **2010 Genesis Sedan 3.8L V6** for **\$399/month for 36 months**. \$2,298 due at lease signing (National).
- Lease a **2010 Tucson 2.4L FWD GLS A/T** for **\$239/ month for 36 months**. \$2,499 due at lease signing (National).
- Lease a **2011 Veracruz 3.8L V6 GLS A/T** for **\$359/month for 36 months**. \$2,599 due at lease signing (National).
- Lease a **2011 Elantra Touring 2.0L GLS A/T** for **\$199/month for 24 or 36 months**. \$1,999 due at lease signing (National).
- Lease a **2011MY Elantra GLS A/T** for **\$169/month for 36 months**. \$1,699 due at lease signing (National)

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



Top Selling Dealers – November 2010 YTD

NATIONAL		Sales
NY075	Atlantic Hyundai	5,338
NJ029	Brad Benson Hyundai	4,492
FL108	Hyundai of New Port Richey	4,191
NJ032	Lester Glenn Hyundai	3,839
VA006	Fairfax Hyundai	2,830

CENTRAL REGION			
IL018	Green Hyundai	Springfield, IL	1,612
IL063	Family Hyundai	Tinley Park, IL	1,416
OH053	Ron Marhoffer Hyundai	Akron, OH	1,210
OH042	Hatfield Hyundai	Columbus, OH	1,175
OH018	Columbia Hyundai	Cincinnati, OH	1,156

SOUTHERN REGION			
FL108	Hyundai New Port Richey	New Port Richey, FL	4,191
VA006	Fairfax Hyundai	Fairfax, VA	2,830
FL122	Coconut Creek Hyundai	Coconut Creek, FL	2,683
FL114	Rick Case Hyundai	Davie, FL	1,877
FL088	O'Brien Hyundai	Fort Myers, FL	1,873

EASTERN REGION			
NY075	Atlantic Hyundai	West Islip, NY	5,338
NJ029	Brad Benson Hyundai	Monmouth Jct., NJ	4,492
NJ032	Lester Glenn Hyundai	Toms River, NJ	3,839
NY110	Advantage Hyundai	Hicksville, NY	2,236
NY086	Fuccillo Hyundai	Syracuse, NY	1,932

SOUTH CENTRAL REGION			
TX100	Hyundai of El Paso	El Paso, TX	1,689
TX040	Huffines Hyundai	Plano, TX	1,304
TX095	Round Rock Hyundai	Round Rock, TX	1,262
TX139	South Point Hyundai	Austin, TX	1,064
TX060	Hub Hyundai	Houston, TX	970

WESTERN REGION			
CA314	Keyes Hyundai	Van Nuys, CA	1,657
CA310	Garden Grove Hyundai	Garden Grove, CA	1,426
CA232	Hyundai of Roseville	Roseville, CA	1,382
NV023	Planet Hyundai	Las Vegas, NV	1,364
CA293	Hardin Hyundai	Anaheim, CA	1,348

Top Sales Managers – November 2010 YTD

CENTRAL REGION			Sales
Jeffrey Kunz	Green Hyundai		1,605
David Clikeman	Arrow Hyundai		1,001
Frederick Ziegel	Taylor Hyundai		1,001
Jeff Roberts	St. Charles Hyundai		936
David Novak	Pugi Hyundai		905

SOUTHERN REGION			
A. Appleby	Coconut Creek Hyundai		2,659
Clay King	King Hyundai		1,682
Matthew Westcott	Fairfax Hyundai		1,469
Ralph Moser	Keffer Hyundai		1,463
Leo Blakeney	Fairfax Hyundai		1,378

EASTERN REGION			
David Cantin	Brad Benson Hyundai		4,556
Percy Urrutia	Atlantic Hyundai		2,364
John Perillo	Lester Glenn Hyundai		1,686
Thomas Ruppen	Browser Hyundai		1,472
Frank Allen	Mid-Island Hyundai		1,420

SOUTH CENTRAL REGION		
Roosevelt May	Huffines Hyundai	1,290
Suleiman Ebrahim	South Point Hyundai	994
Robert Cox	Hub Hyundai	972
Cesar Martinez	Hyundai of El Paso	925
Peter Cafferata	Allen Samuels Hyundai	910

WESTERN REGION			
Danielle Gerbino	Hardin Hyundai		1,332
Frank Maione	Henderson Hyundai		996
Chris Smith	Harbor Hyundai		956
Brian Sobel	Keyes Hyundai		870
Thomas Scheurn	San Tan Hyundai		867

Top Sales Associates – November 2010 YTD

CENTRAL REGION			Sales
Jasper Cicero	Rosen Hyundai		359
Patrick Harrigan	Taylor Hyundai		306
Randy Peters	Todd Archer Hyundai		296
Brian Craig	Grossinger Hyundai		285
Arturo Moreno	Gartner Hyundai		276

SOUTHERN REGION			
Patrick Amoriello	Coconut Creek Hyundai		709
Andrew Getchell	West Broad Hyundai		404
Chongjian Guo	Fairfax Hyundai		370
Jose Sol	William Lehman Hyundai		343
Jamie Pizzo	Team Hyundai		337

EASTERN REGION			
Joseph Ippolito Jr.	Towne Hyundai		703
Sandra Redway	Atlantic Hyundai		452
Ronnie Thompson	Sansone's Route 1 Hyundai		398
Jonathan Pelc	Atlantic Hyundai		370
Mark DeSantis	Vision Hyundai		356

SOUTH CENTRAL REGION			
Earnest Knight	Capitol Hyundai		367
Amparo Whitis	AutoMax Hyundai		310
Nicole Bssaeso	Round Rock Hyundai		291
Charles Holladay	Bentley Hyundai		250
Timothy Everhart	Serra Hyundai		248

WESTERN REGION			
Jae Park	Keyes Hyundai		339
Kevin Kuang	Cammisa Motorcars Hyundai		330
Youngki Jeong	Puente Hills Hyundai		296
Dong Jin Kim	Garden Grove Hyundai		284
Eddy Kim	Garden Grove Hyundai		277

December / January Auction Calendar

Manheim Arena	Bolingbrook, IL	Dec. 14
Adesa Minneapolis	Dayton, MN	Dec. 14
Manheim Orlando Auto Auction	Ocoee, FL	Dec. 14
Manheim Dallas	Dallas, TX	Dec. 15
Southern Auto Auction	E. Windsor, CT	Dec. 15
Manheim Greater Nevada	Las Vegas, NV	Dec. 17
Manheim Auto Auction	Manheim, PA	Dec. 17
Manheim Colorado Auto Auction	Commerce City, CO	Dec. 21
Columbus Fair Auto Auction	Columbus, OH	Dec. 22
Adesa Minnesota	Minn., MN	Jan. 11
Adesa Kansas City	Belton, MO	Jan. 04
Manheim Georgia Auto Auction	Atlanta, GA	Jan. 04
Manheim Dallas	Dallas, TX	Jan. 05
Southern Auto Auction	E. Windsor, CT	Jan. 05
Manheim Greater Nevada	Las Vegas, NV	Jan. 06
Manheim Auto Auction	Manheim, PA	Jan. 07
Manheim Greater Nevada	Las Vegas, NV	Jan. 07
Manheim Arena	Bolingbrook, IL	Jan. 11
Manheim Orlando Auto Auction	Ocoee, FL	Jan. 11
Columbus Fair Auto Auction	Columbus, OH	Jan. 12
Manheim South Seattle	Kent, WA	Jan. 12

