

NOVEMBER SALES: 49,610 UNITS

## Another Record Falls in November

Congratulations – November was yet another record-setting month with retail sales up 24% over November a year ago! And year-to-date retail sales are up 30% over last year. The only question left is how much *over* 600,000 will you finish the year?

“The Thanksgiving Holiday weekend, including ‘Black Friday,’ proved to be a very strong selling period and helped us break our all-time November sales record,” said Dave Zuchowski, Hyundai Motor America’s Executive Vice President of National Sales. “With vehicle availability at the highest levels for the year, and with positive demand signals and improving consumer confidence, Hyundai is positioned for a very strong December finish to this record-breaking year.”

“Improving consumer demand and increased product availability at dealers drive a positive December outlook for us,” said John Krafcik, Hyundai Motor America’s President and CEO. “While our 35 days-supply level today is low by most standards, it’s the best we’ve seen at the start of a month for some time. Accent, Elantra and Veloster remain in short supply, but healthy dealer stocks on all other models should allow consumers a great opportunity to find just the car they’re looking for in December.”

Here are the November sales highlights:

- **17,889 vehicles** sold with 40 mpg fuel economy rating; year-to-date, Hyundai has sold 195,212 40 mpg vehicles
- **Sonata** – #1 overall sales – 15,668 units
- **Elantra** – #2 overall sales – 12,414 units – up 44%!
- **Tucson & Veracruz** sales increased 35% and 36%
- **Equus** – 300 units – 2,868 sales since its launch!

Here’s to a fantastic December and making 2011 a truly amazing year!

## Got a Suggestion: Share it with HMA

Hyundai Motor America now has an email address that you can use to directly send product issues and ideas to HMA Product Planning. The new email address is: [productplanning@hmausa.com](mailto:productplanning@hmausa.com). Please use this email address to send your product ideas – big or small – directly to the team so that they can make your concepts a reality!

### STAR NEWS:

## 2012 STAR Deadline: Dec. 23<sup>rd</sup>

The new 2012 Product courses and tests for Hyundai STAR Certification and Equus STAR Certification are up and available for certification. Current STAR Certified members need to complete the 2012 STAR Product courses by *December 23<sup>rd</sup>* to retain their STAR Certification.

- Anyone who has completed all current STAR Practices courses will retain credit for those courses into 2012.
- If you completed the *2012 Accent/Blue Link® Workshop*, you are already certified for 2012 Accent and Blue Link.
- New dealership Sales personnel will need to complete all 2012 Product and Practices courses.

### Equus Dealers:

Current Equus STAR Certified members need to complete the 2012 Equus STAR Product tests by December 23<sup>rd</sup> to retain their STAR Certification.

- Anyone who has completed all current Equus STAR Premium Experience courses will retain credit for those courses into 2012.
- New, eligible Equus dealership Sales personnel will need to complete all 2012 STAR Equus Product and Premium Experience courses.

### SALES TRAINING NEWS:

## Last Chance to Attend Workshops

The *2011 Fall Sales Manager Workshops* are winding up – this is your last chance to learn about advertising and marketing support for the 4<sup>th</sup> Quarter and 1<sup>st</sup> Quarter 2012, IQS review and update, 2012 STAR Certification requirements, as well as the latest news on the new Azera, Veloster Turbo and 2013 Genesis Coupe.

To enroll:

- Log onto [www.hyundaisalestrainingenroll.com](http://www.hyundaisalestrainingenroll.com)
- Select the *2011 Fall Manager’s Workshops*
- Select the *Enroll/Locations* tab
- Complete the enrollment information and click “Submit” button at the bottom of the page when done
- You’ll receive an email confirming your enrollment
- For support, call (866) 500-7982 (9 am to 5 pm PST)

*Thank you for your hard work – the staff at The Sales Edge wishes everyone at your dealership and in your families a Happy Holidays and prosperous New Year!*

MARKETING NEWS:

## Hyundai Holidays in Full Swing

Our *Hyundai Holidays* campaign has launched across the country. It expands on the formula we used last year with Pomplamoose, and this year we feature three YouTube sensations, plus we'll be custom-tailoring pre-Christmas and post-Christmas messages to avoid customer burnout. Here's a link to the YouTube site:

[http://www.youtube.com/hyundaiUSA?x=us\\_news\\_282&v=ZWNhblqgdHJQ&feature=pyv](http://www.youtube.com/hyundaiUSA?x=us_news_282&v=ZWNhblqgdHJQ&feature=pyv)

## New TV Spots Highlight Awards

Hyundai vehicles have been winning a lot of prestigious awards, so to share our accomplishments, our ad agency has created some clever TV spots. Below is a link to **"Valet Parking,"** the new Equus spot that kicked off November 28<sup>th</sup> in spot markets and will rotate into the Luxury Buy December 5<sup>th</sup>. This spot positions Equus as the smart money alternative to the Lexus LS, BMW 7-Series and Mercedes-Benz S-Class, highlighting its highest ranking among large premium cars in the *J.D. Power APEAL study* – this is quite an accomplishment – be sure to share it with your customers.

Making its debut in the Luxury Buy on December 5<sup>th</sup> is **"Faster Acting."** This Genesis Sedan R-Spec spot ratchets up Genesis sedan's performance quotient with high energy track driving, a nod to 429-hp, and voice-over touting a stronger 0-60 mph time than the Porsche Panamera S. Both spots are currently on the Hyundai YouTube channel.

Valet Parking:

<http://www.youtube.com/watch?v=02PSjuZ8U90>

Faster Acting:

<http://youtu.be/5ZZICspseVY>

IN THE NEWS:

## Strong Showing at L.A. Auto Show

We had a huge introduction for the new Azera at the *L.A. Auto Show*, with over 700 journalists attending our standing-room-only press conference. Vice-Chairman E.S. Chung headlined our event, describing our continued brand evolution to Modern Premium and our New Thinking, New Possibilities brand direction. The L.A. Auto Show press conference can be viewed at:

<http://www.hyundainews.com/us/en-us/Media/PressRelease.aspx?mediaid=34710&title=2011-la-auto-show-webcast-replay>

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In The News continued from previous column...

## Best Mobile Website

Today, more and more consumers are using mobile technology in the shopping process. An increasing percentage (as much as 20% right now) of automotive search, configuration and dealer locator activity is being performed by consumers on their smart phones while they're physically out shopping for cars. So we made our mobile version of [www.Hyundai.com](http://www.Hyundai.com) a priority and according to *J.D. Power*, Hyundai has **the best mobile website in the industry**. We're already seeing the benefit in increased shops and more dealer locator activity.

## Gain in Perceived Quality by ALG

Hyundai continues its upward momentum by earning the industry's biggest long-term gain in *ALG's (Automotive Lease Guide) Fall 2011 Perceived Quality Study (PQS)*.

- Hyundai earned the 9<sup>th</sup> spot, moving up nine spots from 18<sup>th</sup> place over the past three years.

## Elantra: Best Residual Value by ALG

For the second year in a row, the 2012 Elantra received a **Residual Value Award** from ALG in the Compact Car segment.

- Earning this award means the Elantra is predicted to retain the highest percentage of its original price after a conventional three-year period.
- Strong residual value is an important element in Hyundai's overall value equation as it reduces the overall cost of ownership and allowing HMA to offer customers the *Hyundai Assurance Trade-In Value Guarantee*.

## Tucson: Best Resale Value by KBB

The stylish and fuel efficient 2012 Tucson secured a spot on *Kelley Blue Book's* [www.kbb.com](http://www.kbb.com) **Best Resale Value Award Top 10** list. "Hyundai's year-over-year gain in average residual value of 4.5 percentage points was one of the best in the industry," said Eric Ibara, director of residual value consulting for Kelley Blue Book.

## Veloster Awards

- The all-new Veloster earned an **Auto Style Award** from *eCityofStyle* as part of its 12<sup>th</sup> annual awards program. [www.eCityofStyle.com](http://www.eCityofStyle.com) is the ultimate online source for an insider's look into the world of style – they picked the five most stylish autos for the current model year.
- Ruedas ESPN*, the leading Spanish-language automotive radio show in the United States, named the 2012 Veloster **"Best New Product."**

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## SEMA Awards

- **TAMA** (Texas Automotive Media Agency) named Sonata the *Mid Size Sedan winner*, and Elantra the *Compact Sedan winner*, at the *5<sup>th</sup> Annual Readers' Choice Cars Awards* ceremony held during the 2011 SEMA Show.

### SURVEY NEWS:

## In the Midst of the IQS Period

Remember, buyers of *all* new 2012 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 the features and controls on their Hyundai *before* they leave your dealership. Here are some IQS tips:

- Before a vehicle is delivered, check to see if there are any open service campaigns – if there are, make sure the work is completed *prior* to delivery.
- The time *after* the sale and *before* F&I is a good time to make sure your customers can operate the windshield wipers, interior and exterior lights, can pair a cell phone using Bluetooth® (if equipped), can release the remote fuel filler door, and can operate the gas cap (they key is – it only clicks once).
- If equipped with navigation, add the dealership's address to the system, then have the customer set a destination and show them how to cancel a route.

A little effort goes a long way towards solid IQS results!

### CPO NEWS:

## CPO Sales: Up 134% in November

November sales of 4,825 Certified Pre-Owned units set an all-time November CPO record and represents an increase of 134% over November 2010, and a 112% gain year-to-date. November year-to-date, Hyundai dealers have sold 43,311 CPO units.

### Top Selling CPO Dealers – November YTD

NATIONAL		Sales
FL094	Bob Dance Hyundai of Longwood	717
NC038	Keffer Hyundai	503
NJ032	Lester Glenn Hyundai	492
NJ029	Brad Benson Hyundai	447
NY075	Atlantic Hyundai	387
FL088	O'Brien Hyundai	338
FL120	Jenkins Hyundai of Leesburg	332
FL089	Jenkins Hyundai	315
GA062	Thornton Road Hyundai	311
OH001	Superior Hyundai North	284

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## Hyundai Wins 2012 IntelliChoice Best CPO Program

*IntelliChoice* named Hyundai the winner of the *"2012 IntelliChoice Best CPO Program – Popular Brand"* at the **National CPO Remarketing Conference** in Las Vegas, NV. Numerous program enhancements by HMA and HMF in 2011 contributed to the award including: a richer consumer experience online, 90-day no-charge Sirius XM® satellite radio, low 2.49% APR financing for up to 60 months, and dealer training and incentives. Winning this award is another of many reasons to be selling Hyundai CPO vehicles. Here are two more:

- CPO sales through Nov. '11 are up over 112% to nearly 45,000 units with all-time sales records set four times!
- Consumer interest in Hyundai CPO continues to grow as AutoTrader.com reported that Hyundai captured five of the top 20 spots for CPO *"Big Movers"* in September '11.

Participating CPO dealers have benefitted from Hyundai CPO's increased floor traffic, faster turn rates, higher gross profit and improved customer loyalty. Plus, CPO sales help dealers sell more new vehicles by protecting residual values for more competitive new vehicle APR and lease programs, enabling the dealer to allow more for a Hyundai trade-in and improving Hyundai brand consideration.

### New Sales Reward Program for F&I Managers

HMA announced the *"December 2011 Hyundai Protection Plan (HPP) Cascade of Cash"* reward for dealership F&I Managers through the Hyundai Sales Rewards website. All Hyundai dealership F&I Managers are eligible to earn points for selling Hyundai-branded HPP New, Used and Certified Pre-Owned (CPO) Wrap service contracts. A program Bulletin is posted on HyundaiDealer.com as a WebDCS message.

To participate, dealership F&I Managers must enroll in the HSR website at [www.HyundaiSalesRewards.com](http://www.HyundaiSalesRewards.com) and actively claim incentives to be rewarded during this incentive. Dealership F&I Managers must also be active in the Dealer Personnel Enrollment System as an F&I Manager (job code "FF" or "FM").

### HMF NEWS:

## Special December Lease Programs

- **2011 Sonata Hybrid** for \$269/month for 36 months; \$2,699 due at signing.
- **2012 Sonata GLS** Automatic Transmission for \$199/month for 36 months; \$2,599 due at signing.
- **2012 Elantra GLS** Automatic Transmission for \$179/month for 36 months; \$1,999 due at signing.
- **2012 Genesis Sedan 3.8L V6** for \$399/month for 36 months; \$3,499 due at signing.
- **2012 Santa Fe GLS** Automatic Transmission for \$269/month for 36 months; \$2,999 due at signing.
- **2012 Veloster 1.6L GDI** for \$179/month for 36 months; \$1,999 due at signing.

Refer to HMF's Marketing announcements for more details.



## Top Dealers – Nov. 2011 YTD

NATIONAL		Sales
NY075	Atlantic Hyundai	6,032
FL108	Hyundai of New Port Richey	5,763
NJ029	Brad Benson Hyundai	5,213
NJ032	Lester Glenn Hyundai	4,703
FL122	Coconut Creek Hyundai	3,354

CENTRAL REGION		Sales
IL063	Family Hyundai	1,783
IL018	Green Hyundai	1,766
OH053	Ron Marhoffer Hyundai	1,562
OH042	Hatfield Hyundai	1,420
IL069	Patrick Hyundai	1,415

SOUTHERN REGION		Sales
FL108	Hyundai New Port Richey	5,763
FL122	Coconut Creek Hyundai	3,354
VA006	Fairfax Hyundai	2,712
FL114	Rick Case Hyundai	2,517
FL088	O'Brien Hyundai	2,438

EASTERN REGION		Sales
NY075	Atlantic Hyundai	6,032
NJ029	Brad Benson Hyundai	5,213
NJ032	Lester Glenn Hyundai	4,703
NY110	Advantage Hyundai	2,544
MA046	Route 44 Hyundai	1,735

SOUTH CENTRAL REGION		Sales
TX100	Hyundai of El Paso	2,681
TX040	Huffines Hyundai Plano	1,856
TX139	South Point Hyundai	1,624
TX095	Round Rock Hyundai	1,497
TX104	North Freeway Hyundai	1,353

WESTERN REGION		Sales
CA232	Hyundai of Roseville	2,532
CA293	Hardin Hyundai	2,425
CA314	Keyes Hyundai	2,128
CA323	Cerritos Hyundai	2,027
CA310	Garden Grove Hyundai	1,963

### PRODUCT NEWS:

## Bluetooth® Tips

- **Bluetooth echo:** If a Bluetooth user hears an echo, they should turn down the volume on both the vehicle audio system and the cell phone – this should reduce or eliminate the echo entirely.
- **“Mute” audio:** If the user wishes to eliminate the audio from projecting the call over the Bluetooth system, but they want to continue the conversation on their phone, hold down the “send” button to access “privacy” mode. To switch back to Bluetooth mode, hold “send” again. *Not all phones support this mode.*
- **Background noise:** Sometimes high background noise causes difficulty with audio clarity – a simple cure is to roll up the windows to reduce noise.

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Bluetooth Tips continued from previous column...

- **Setting the “default” phone:** “Priority” mode allows a user to identify their phone as the default phone to connect to when multiple Bluetooth paired phones are in the vehicle.
- **Voice command recommendations:** When using voice commands to dial out, the system has a much better chance of understanding the name or entry you’ve just said if it includes more than one syllable. For instance, if “Jennifer” was entered in your phonebook for somebody you normally refer to as “Jen”, you’d have a higher success rate of the system recognizing the individual.
- **When to use “help”:** If you have difficulties with the voice commands registering your command, first say “help” at the prompt. If the system is functioning as designed, the system should list the menu of appropriate voice commands. Sometimes the system needs to hear the appropriate voice command to access the feature you want to use.

## Blue Link® News

Thanks to your efforts, we have now broken the **50,000 Blue Link subscription mark!** This is a huge accomplishment for you and for Hyundai. Let’s keep pushing forward with Dealer Assist enrollments to get into the six figures!

Encourage your customers to use Service Link through Blue Link to schedule their first service appointment. This is done by pushing the Blue Link button and when prompted say, “Service Link.” This can help drive business back to your store. Additionally, please encourage customers to sign up for auto renewal during the Dealer Assist process, which doubles the customer’s free trial period. This is an excellent value proposition to use with customers.

- The official name for the center “highway” Blue Link button is now **“Enhanced Navigation Services.”** The center “highway” button is the navigation shortcut button for the AVN and the route management button for the Audio vehicles. Please refer to the center “highway” button as **Enhanced Navigation Services** button moving forward.

## December / January Auctions

Manheim Georgia Auto Auction	Atlanta, GA	Dec. 6
Manheim Arena	Bolingbrook, IL	Dec. 6
Manheim Dallas	Dallas, TX	Dec. 7
Southern Auto Auction	E. Windsor, CT	Dec. 7
Manheim Orlando Auto Auction	Ocoee, FL	Dec. 13
Adesa Phoenix	Chandler, AZ	Dec. 14
Columbus Fair Auto Auction	Columbus, OH	Dec. 14
Manheim South Seattle	Kent, WA	Dec. 14
Manheim Auto Auction	Manheim, PA	Dec. 16
Adesa Minneapolis	Dayton, MN	Dec. 20
Manheim Arena	Bolingbrook, IL	Dec. 20
Manheim Dallas	Dallas, TX	Dec. 21
Greensboro Auto Auction	Greensboro, NC	Dec. 21
Adesa Kansas City	Belton, MO	Jan. 3
Manheim Dallas	Dallas, TX	Jan. 4
Southern Auto Auction	E. Windsor, CT	Jan. 4
Manheim Nevada	Las Vegas, NV	Jan. 5 / 6
Manheim Auto Auction	Manheim, PA	Jan. 6

