

NOVEMBER SALES: 53,487 UNITS

All-time November Sales Record!

You bounced back – after a tough October, November sales were up 8% over last year's record-breaking November, and are up 8% for the first eleven months of 2012.

Congratulations and thank you for your hard work!

"The Black Friday sales period once again provided a strong boost for Hyundai in the back half of the month and helped break our all-time November sales record," said Dave Zuchowski, Executive Vice President of Sales, Hyundai Motor America. "We were also very encouraged by the strong sales recovery experienced in those northeastern regions that were ravaged by Super Storm Sandy and expect continued momentum there for the balance of the year."

November sales highlights:

- **Sonata:** our #1 selling car at 17,660 units
- **Elantra:** our #2 selling car – 15,923 units – up 28%
- **Santa Fe:** our #1 selling SUV – 6,754 units
- **Azera:** 751 units – up 1,294% over last November

"We're encouraged that the 10% month-over-month lift firms like Compete have seen in our shopper counts has translated to our best-ever November retail sales and total sales," said John Krafcik, President / CEO. "With increased Elantra availability, thanks to the recently added third shift in our Alabama plant, and demand high for everything in our lineup from Accent to Equus, we're looking forward to breaking our all-time annual sales record early in December."

Here's to strong sales in December and finishing the year on a high note!

SALES TRAINING NEWS:

Fall Sales Manager Workshops

The **2012 Fall Sales Manager Workshops** continue through December 17th. These manager workshops focus on 4th Qtr. 2012 and 1st Qtr. 2013 activities, the EPA Fuel Economy program, Monroney label changes, the new Hyundai dealer.com site, IQS /APEAL, SSI, HPI review and update, 2013 STAR Certification Requirements and more.

It's open to all Sales Managers, General Managers and Dealers (Parts, Service, F&I Mgrs. – optional). Enroll at:

<https://workshop.hyundaisalestrainingenroll.com>

MARKETING NEWS:

Hyundai Holidays Promotion

There's a chill in the air, decorations starting to appear and people getting in the holiday spirit. That means... it's time for **Hyundai Holidays!** In the spirit of the holidays, Hyundai is all about anticipating what our customers "really want" during the exciting launch of the **Hyundai Holidays Sales Event**, which kicked-off on December 1 and ends on January 2, 2013.



All **Hyundai Holidays Sales Event** creative assets have been posted to the Hyundai Ad Planner for your convenience and usage – they include:

- 8 TV spots and 4 radio spots (including Hispanic TV and Radio)
- Point-of-Sale Elements
- Digital In-Market Banners and Assets
- Masthead on Hyundai.com
- Displayed on The Tube
- Social and CRM support

The program has already received positive feedback and we believe that it will drive traffic to your showrooms. We hope you will use all of the available materials to take advantage of the momentum this program will generate to close out the year with strong performance.

If you have any questions regarding this communication or any marketing support, please contact your Hyundai Region personnel for assistance. Great Selling and Happy Holidays!

STAR NEWS:

2013 STAR Deadline: Dec. 14th

Current STAR members have until December 14th to complete any 2013 courses they have not already passed, and STAR members will retain credit for any 2013 courses passed previously in STAR Mid-Year Certification.

Story continues on the next page...

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!



STAR News story continued from previous page...

In addition to the current 2013 model courses, the following courses were added on November 14th:

- 2013 Azera
- Blue Link Mobile App
- 2013 Santa Fe Sport

Elite Status continues to be available, and STAR members with Elite Status qualify for a streamlined testing process for carryover models. Qualifications for Elite Status:

- Sales Consultants with 2 years previous STAR Certification must score at least 925 on the Sales STAR Index
- Sales Managers with 2 years previous STAR Certification must have at least 925 on the Dealership's full HPI score

FYI: STAR members who attended the *Spring Ride & Drive* received credit for the 2013 Elantra/Elantra Coupe and 2013 Elantra GT courses.

SURVEY NEWS:

In the Midst of the IQS Period

Remember, buyers of *all* new 2013 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 (the key is that it only clicks once). Remember, the **Quick Reference Guide** can help you focus on difficult to use features and can be key in the delivery process.
- 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!

IN THE NEWS:

Debuts at the L.A. Auto Show

The production version of the new three-row, six/seven-passenger Santa Fe made its world debut at the **2012 Los Angeles Auto Show**. It delivers a recipe of bold design, high-output powertrains with GDI and a host of comfort, luxury and functional features to please your customers.

Story continues on top of the next column...

In The News continued from previous column...

The Veloster C3 Roll Top concept also debuted at the L.A. Auto Show – C3 stands for Convertible 3-door and it combines open-air freedom with the style of a coupe and the functionality of a tailgate.

Three ALG Residual Value Awards

Hyundai's impressive residual value improvements took a big step forward when **ALG**, a subsidiary of TrueCar, Inc., released its **14th annual Residual Value Awards**. Hyundai earned three unique model line awards for the first time: Elantra, for the third year in a row (Compact Car), Azera (Fullsize Car), and Santa Fe Sport (Midsize Utility Vehicle). Hyundai's residual values across all model lines also ranked **second overall** behind Honda among Mainstream brands.

Popular Mechanics: Elantra, Best Value

The 2013 Elantra GT was named "**Best Value**" in this year's **Popular Mechanics' Auto Excellence Awards**. The Elantra GT was recognized for its use of class-leading technologies, use of interior space, and competitive pricing.

PRODUCT NEWS:

Veloster RE:MIX on its way to you!

The special edition Veloster RE:MIX is scheduled to start arriving at dealerships later this month. This car gives your customers a chance to own a SEMA-inspired limited edition model (only approximately 2,000 are being built). Below is a list of features that makes the RE:MIX so special:



- RE:MIX Body Kit (front spoiler, side skirts and rear diffuser)
- Projector headlights with LED accents
- LED taillights
- RE:MIX decklid badge
- Graphic Package: Disco (*optional*)
- Leather shift knob
- RE:MIX floor mats
- Unique 18-in. dark alloy wheels
- 215/40/ZR18 Michelin Pilot Super Sport tire (*optional*)
- Hyundai 1.6-liter DOHC GDI 16-valve I-4 engine
- 450-watt Dimension® premium audio system
- AM/FM/XM Satellite Radio/CD/MP3 audio system
- 8 speakers and an 8-in. subwoofer
- iPod®/USB/Auxiliary input jacks
- Fog lights
- Sprint Gray exterior color
- Leather steering wheel
- Interior LED light kit
- Proximity key with pushbutton start
- 10 channels
- External Amp



BLUE LINK NEWS:

More Blue Link® Equipped Models

With the announcement of the new *2013 Santa Fe*, there are now even more options when it comes to Blue Link availability. The new Santa Fe comes standard with Blue Link, which means that all customers shopping for a new Santa Fe can now have a Blue Link demo experience during the sales process. As always, pay attention to your customer's needs when you're selling Blue Link and address the main points you have discovered. A few "Go To" features you could highlight for the customer are *POI Search by Advanced Voice Recognition, Enhanced Roadside Assistance, and Daily Route Guidance*:

- **POI Search** – this has become one of the highest usage features within Blue Link. This feature allows your customers to search for, and download directions to: points of interest, businesses, and specific addresses. Just press the Blue Link button, say "New Destination" and when prompted, say where you want to go.
- **Enhanced Roadside Assistance** – this works in conjunction with Hyundai Assurance Roadside Assistance coverage and enhances coverage by transmitting vehicle information and location automatically to a specifically trained response center for quicker, more efficient assistance.
- **Daily Route Guidance** – allows your customers to pre-design several different routes to regular designations using www.MyHyundai.com. Once in the vehicle, they can also access current traffic conditions to help plan their trip and select the best route.

Mobile App 2.2 update (Available Now): Users are no longer required to re-enter their username and password once they exit the app. The username and password are stored until the app is closed.

Top Blue Link Dealers – Nov. YTD

NATIONAL		DA Enrollment/DA Auto Renewal	
MN024	Dondelinger Hyundai	97.4	57.7
IN038	Webb Hyundai	96.1	54.6
KS013	Scholfield Hyundai West	95.9	51.2
CA173	Selma Hyundai	95.8	83.5
WI010	Ken Vance Hyundai	95.5	57.3
MI028	Elhart Hyundai	95.4	57.9
OH044	Ganley Westside Hyundai	95.4	61.4
RI009	Hyundai of Newport	95.2	57.6
CO025	Phil Long Hyundai of Chapel Hills	93.8	57.1
WA049	Larry Miller Hyundai Spokane	93.4	72.6

*Top 10 Enrollment and Associated Dealer Assist Auto Renewal
Note: Enrollment Objective = 85%; D/A Auto Renewal Objective = 50%

HMF NEWS:

Special December Lease Programs

There are four "**\$0 Down Payment**" lease programs plus five other great lease programs for December:

- **2013 Azera:** \$369/month for 36 months; \$3,299 at lease signing.
- **2013 Elantra:** \$179/month for 36 months; \$1,999 at lease signing.
- **2013 Elantra:** \$239/month for 36 months; \$0 at lease signing.
- **2013 Sonata:** \$199/month for 36 months; \$1,999 at lease signing.
- **2013 Sonata:** \$245/month for 36 months; \$0 at lease signing.
- **2013 Equus:** \$739/month for 36 months; \$3,999 at lease signing.
- **2013 Equus:** \$739/month for 48 months; \$0 at lease signing.
- **2013 Tucson:** \$239/month for 36 months; \$2,399 at lease signing.
- **2013 Tucson:** \$309/month for 36 months; \$0 at lease signing.

Refer to HMF's Marketing announcements for more details.

CPO NEWS:

CPO Sales: 5,786 – November Record

Sales of 5,786 Certified Pre-Owned units set a November CPO sales record. This represents an increase of 19.9% over November 2011 and a 47.3% gain year-to-date. November year-to-date, Hyundai dealers have sold 63,768 CPO units.

To support a strong year-end finish, special low APR rates of 0.9% for 36 months and 1.9% for 37 – 48 months continue for Hyundai CPO through January 2, 2013. These rates and the 2012 IntelliChoice award for **Best Certified Pre-Owned Program – Popular Category** are currently promoted through advertising on AutoTrader.com, Cars.com and Edmunds.com. In addition, Hyundai CPO recently earned the 2013 IntelliChoice award for **Best Certified Pre-Owned Program – Popular Category**. Hyundai will begin promoting these back-to-back IntelliChoice wins shortly.

Top Selling CPO Dealers – Nov. '12 YTD:

NATIONAL		Sales
FL094	Bob Dance Hyundai of Longwood	785
FL108	Hyundai of New Port Richey	679
NY075	Atlantic Hyundai	587
NJ032	Lester Glenn Hyundai	568
NJ029	Brad Benson Hyundai	533
FL124	Orlando Hyundai	504
FL088	O'Brien Hyundai	502
NC038	Keffer Hyundai	498
FL049	Coastal Hyundai	440
NV023	Planet Hyundai	440



COMPETITIVE COMPARISONS:

How to Create a Customized Competitive Comparison

In today’s marketplace, Hyundai vehicles go up against a broad set of competitive models, or in some cases, you have a customer who is comparing a Hyundai to a vehicle that is somewhat out of its class. How do you respond to that? Here’s how: Go to www.hyundai.com and click on “Compare Vehicles” under “Shopping” at the bottom of the page. Then select the appropriate Hyundai vehicle and two competitors, then select “Compare.” It’s that easy. And if they want to compare it to other vehicles, just repeat the process. Here’s a step-by-step example for the Sonata:

STEP 1: Select the Hyundai model & 2 competitors

We selected the Sonata GLS and the 2013 Honda Accord LX for this example. In addition, the Comparator tool will automatically recommend “Similar Models” or you can select whichever model you want to use for the comparison.

STEP 2:
Click on “Compare”
 Once the models you wish to compare are selected, then click on “COMPARE”

COMPARE VEHICLES

STEP 3: The Comparison
 Now the actual comparison chart will open on the website. You have three ways to compare vehicles:

1. Compare Features
2. Compare Specifications
3. Compare Photos

This allows you to find those areas where the Hyundai has the advantage, and to find the features that are most meaningful to your customers.

You can also select to “SEE ALL FEATURES” or “VIEW ADVANTAGES ONLY.”

	STANDARD	OPTIONAL	N/A	NOT AVAILABLE	ADVANTAGES HIGHLIGHTED
PRICE					
MSRP	✓	\$20,995	\$22,480	\$22,055	
COMPARABLY EQUIPPED PRICING	✓	\$21,770	\$23,270	\$22,850	



COMPARE VEHICLES

PRINT

Powered by Chrome Data

COMPARE BY FEATURES

COMPARE BY SPECIFICATIONS

This is where you'll find data about displacement, Torque, interior and exterior dimensions, Curb weight. In other words, the real nitty gritty.

COMPARE BY PHOTOS

2013 SONATA GLS
AUTO



EXPLORE THE SONATA

BUILD & PRICE SONATA

X REMOVE

2013 ACCORD
SEDAN LX CVT



X REMOVE

2012 CAMRY L



X REMOVE

S STANDARD O OPTIONAL N/A NOT AVAILABLE ✓ ADVANTAGES HIGHLIGHTED

SEE ALL FEATURES

PRICE

MSRP	✓	\$20,995	\$22,480	\$22,055
COMPARABLY EQUIPPED PRICING	✓	\$21,770	\$23,270	\$22,850

ENGINE

DISPLACEMENT CC	✓	2359	2356	2494
HORSEPOWER AT RPM	✓	198@6300	185@6400	178@6000
TORQUE AT RPM	✓	184@4250	181@3900	170@4100
BORE X STROKE	✓	3.46 X 3.82	3.43 X 3.90	3.54 X 3.86

STEP 4: Print

Once you have created a competitive comparison chart, you can click on "PRINT" to print it out so you can share it to your customer.

STEP 5: Change Competitors

If your customer is comparing more than two vehicles, go back to the chart and click "REMOVE" under a competitor, then enter in the appropriate *new* competitor.

The Competitor on Hyundai.com gives you the freedom to instantly create viable competitive comparisons – be sure your sales staff is familiar with the process.

Now here's how the **2013 Sonata GLS** stacks up against its closest competitors:

vs. Honda Accord LX – Sonata GLS has:

- Lower MSRP (\$20,995 vs. \$22,480)
- More horsepower (198 hp vs. 185 hp)
- More torque (184 lb.-ft. vs. 181 lb.-ft.)
- Std. 6-speed SHIFTRONIC auto. vs. CVT transmission
- More front leg room (45.5 in. vs. 42.5 in.)

vs. 2012 Toyota Camry LE – Sonata GLS has:

- Lower MSRP (\$20,995 vs. \$22,600)
- More horsepower (198 hp vs. 178 hp)
- More torque (184 lb.-ft. vs. 170 lb.-ft.)
- Std. power heated outside mirrors vs. heated not available
- More front leg room (45.5 in. vs. 41.6 in.)

vs. Kia Optima LX – Sonata GLS has:

- Lower MSRP (\$20,995 vs. \$21,200)
- Electronic Brake Force Distribution vs. not available
- Speed-sensitive variable intermittent wipers vs. not avail.
- Optional heated front seats vs. not available
- Std. valet lockout feature vs. not available

vs. Nissan Altima 2.5 – Sonata GLS has:

- Lower MSRP (\$20,995 vs. \$21,700)
- More horsepower (198 hp vs. 182 hp)
- Std. 6-speed SHIFTRONIC automatic vs. CVT transmission
- Std. USB input jack vs. not available
- Std. power heated outside mirrors vs. heated not available

vs. Ford Fusion S – Sonata GLS has:

- Lower MSRP (\$20,995 vs. \$21,700)
- More horsepower (198 hp vs. 175 hp)
- More torque (184 lb.-ft. vs. 175 lb.-ft.)
- More front leg room (45.5 in. vs. 44.3 in.)
- Better fuel economy (AT – city/combined/highway: 24 / 28 / 35 vs. 22 / 26 / 34)

vs. Chevrolet Malibu LS – Sonata GLS has:

- Lower MSRP (\$20,995 vs. \$22,390)
- 6-speed SHIFTRONIC® AT vs. no SHIFTRONIC feature
- Optional heated front seats vs. not available
- More front leg room (45.5 in. vs. 42.1 in.)
- Better fuel economy (AT – city/combined/highway: 24 / 28 / 35 vs. 22 / 26 / 34)



AWARDS AND ACCOLADES:

Veloster Turbo and Santa Fe Sport

- **Veloster Turbo** was named *“Best Sports Car”* by *Ruedas ESPN*, the leading Spanish automotive radio show in the U.S.
- **Santa Fe Sport** was named *“Utility Vehicle of the Show”* by the Southern Automotive Media Association at the 42nd annual Miami International Auto Show.

ACCESSORY NEWS:

Residualize and Accessorize!

Did you know that as of November 13th, Hyundai Motor Finance (HMF) is allowing your dealership to **residualize eligible DIO Genuine Hyundai Accessories** as part of the lease product? Eligible DIO Genuine Hyundai Accessories include:

- Electrochromic auto-dimming mirror
- Remote start
- Roof rack cross rails
- Rear spoiler

In fact, there is a promotion on **rear spoilers during the month of December**, so make sure you leverage the promotion, and the new residualization policy, to boost your dealerships profit! Good luck and happy selling!

Top HPI Dealers – November YTD*

NATIONAL	HPI Score
TX141 James Wood Hyundai	985
WV014 Hyundai of Beckley	980
LA031 Hyundai of Slidell	979
IN032 Goshen Hyundai	976
KY009 Jim Johnson Hyundai	975
MA024 Mirak Hyundai	974
AZ031 Jim Click Hyundai of Green Valley	973
MA034 Gary Rome Hyundai	972
KY020 Linwood Hyundai	971
MI039 Randy Wise Hyundai	971
MA053 Balise Hyundai	971

*Minimum of 5 surveys a month to qualify for Top Dealer Rankings

Top HSI Dealers – November YTD*

NATIONAL	HSI Score
IN028 Ray Skillman Southside Hyundai	969
OH050 Mathews Hyundai	968
CA203 Hyundai of Santa Maria	962
TX076 Texoma Hyundai	960
NY106 Curry Hyundai	956
AZ034 Hyundai of Cottonwood	952
AR025 Superior Hyundai	950
TX155 Texan Hyundai	950
NC058 Bob Mayberry Hyundai	950
AR024 Hyundai of Bentonville	947

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

Top Selling Dealers – November 2012

CENTRAL REGION – Month-To-Date sales (MTD)

IL069 Patrick Hyundai	201
IL018 Green Hyundai	197
IL063 Family Hyundai	158
OH053 Ron Marhofer Hyundai	112
IL082 Napleton’s Hyundai of Aurora	104

SOUTHERN REGION

FL108 Hyundai of New Port Richey	483
FL122 Coconut Creek Hyundai	322
FL114 Rick Case Hyundai	275
FL121 Napleton’s Hyundai	244
FL110 Doral Hyundai	226

EASTERN REGION

NY075 Atlantic Hyundai	620
NY058 Plaza Hyundai	543
NJ032 Lester Glenn Hyundai	511
NJ029 Brad Benson Hyundai	487
NY110 Advantage Hyundai	325

SOUTH CENTRAL REGION

TX158 Ron Carter Hyundai	218
TX100 Hyundai of El Paso	214
TX040 Huffines Hyundai Plano	159
TX139 South Point Hyundai	156
TX131 Absolute Hyundai of Mesquite	123

WESTERN REGION

CA293 Hardin Hyundai	271
CA314 Keyes Hyundai	250
CA310 Garden Grove Hyundai	188
CA232 Hyundai of Roseville	173
CA304 Capitol Hyundai	168

STAR and Product Quick Links:

- www.spi1986.com – STAR Product Information
- http://hyundai.hstarsandy.com/practices_resources/ – STAR Best Practices
- www.hstarsandy.com – STAR Certification
- www.HyundaiNews.com – Hyundai Media site
- www.HyundaiDealer.com – Hyundai Dealer site
- www.Hyundai.com – Hyundai Consumer & Smartphone site

December / January Auctions

Manheim Arena	Bolingbrook, IL	Dec. 11
Manheim Georgia	Atlanta, GA	Dec. 11
Manheim Kansas	Kansas City, MO	Dec. 12
Manheim South Seattle	Kent, WA	Dec. 12
Manheim Auto Auction	Manheim, PA	Dec. 14
Manheim Denver	Denver, CO	Dec. 18
Manheim Orlando	Ocoee, FL	Dec. 18
Manheim Riverside	Riverside, CA	Dec. 18
Manheim Dallas	Dallas, TX	Dec. 19
Manheim Auto Auction	Manheim, PA	Jan. 4
Manheim Arena	Bolingbrook, IL	Jan. 8
Manheim Orlando	Ocoee, FL	Jan. 8
Manheim South Seattle	Kent, WA	Jan. 9
Manheim Kansas	Kansas City, MO	Jan. 9

For online sales, log onto www.hyundaifastlane.com

