

NOVEMBER SALES: 56,005 UNITS

Best November in Company History!

Congratulation to you and your staff for yet another record-breaking month! November was truly a month of Thanksgiving as you and your staff delivered, boosting sales by 5% compared to last year and making it the best November in company history!

“With inventories being replenished with new and refreshed 2014 product, November was another record month for us,” said Dave Zuchowski, Hyundai Motor America’s Executive Vice President, National Sales. “As consumer confidence appears to be on the mend resulting in record sales on Black Friday and Cyber Monday, the automotive industry as a whole appears to be making strong strides as the year comes to a close.”

Here are the November sales highlights:

- **Elantra** sales: 16,751 units – our #1 selling vehicle and up 5% over last November!
- **Sonata** sales: 16,595 units – our #2 selling vehicle
- **Santa Fe** sales: 9,657 units – up 43% over last November
- **Equus** sales: 359 units – up 5% over last November
- **Accent** sales: 4,641 units – up 42% over last November

“We continue to see strong demand across our lineup, especially for the new 2014 Sonata, Santa Fe and Tucson,” said John Krafcik, President and CEO of HMA. “You, our dealers, have also provided us with positive feedback on the new *Order To Delivery* allocation system. Now, dealers are able to replenish their inventory with the vehicles that are selling in their market. We welcome your suggestions, as we continue to refine the OTD system.”

As 2013 comes to an end, with 2014 right around the corner, *now is the time to finish the year strong by breaking even more records!*

Sales Edge Quick Links:

- www.spi1986.com – STAR Product Information
- www.HyundaiSalesTraining.com – new Sales Training site for STAR certification and best practices
- www.HyundaiNews.com – Hyundai Media site
- www.HyundaiDealer.com – Hyundai Dealer site
- www.HyundaiAdPlanner.com – Dealership ad planner site
- www.HyundaiHopeOnWheels.org – Hyundai Hope On Wheels site
- www.Hyundai.com – Hyundai Consumer & Smartphone site

MARKETING NEWS:

Hyundai Holidays Promotion



In the spirit of the holidays, Hyundai is offering your customers some fantastic deals during the *Hyundai Holidays Sales Event*, which ends on January 2, 2014.

All *Hyundai Holidays Sales Event* creative assets have been posted to the Hyundai Ad Planner for your usage. 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!

OTD/ALLOCATION NEWS:

OTD December Update



Our OTD Project Team had a very successful dealer tour, and after visiting our regions and meeting with small groups of dealers, their input has generated over 100 suggestions for improvements! Thank you to all who participated, your feedback has been invaluable.

We continue to work on enhancements to OTD functionality based on your suggestions. The Priority order “Automatch” feature has been released and is now active for all future allocations. Here’s how it works: After each allocation closes, our system automatically tries to fill any outstanding priority orders with available regional stock units. We hope this feature will help you find additional cars that you have been looking to add to your inventory.

For more information on OTD Training, visit the videos on HyundaiDealer.com → Sales → OTD Reference Material. In this OTD Reference Material link, you can also view a list of already implemented enhancements as well as the most current vehicle information that we have for each series. In addition, we will be adding more training videos on new enhancements as they are produced – stay tuned!

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



PRODUCT TRAINING ANNOUNCEMENT NEWS:

Fall Sales Manager Workshops

The **2013 Fall Sales Manager Workshops** continue until December 19th. They focus on 4th Quarter 2013 and 1st Quarter 2014 sales activities and product launches.

These workshops are open to all **Sales Managers, General Managers** and **Dealer Principals** (Parts, Service, F&I Managers – optional) – **No Salespeople**.

- Workshops begin at 10:30 a.m., end at 2:30 p.m.
- Your Parts Account will be charged \$100 per attendee

Enroll today: www.hyundaisalestrainingenroll.com. For additional information – consult the DCS message on www.HyundaiDealer.com.

AUTO SHOW NEWS:

Four Debuts at the L.A. Auto Show

Hyundai took center stage at the **2013 Los Angeles Auto Show** with the debut of four models:

2015 Tucson Fuel Cell vehicle – it will lease for just \$499 per month for 36 months, including unlimited free hydrogen refueling and *At Your Service Valet Maintenance* at no extra cost. This will



be the first time retail consumers will be able to put a mass-produced, federally certified hydrogen fuel cell vehicle in their driveways, with availability beginning in Spring 2014 at several Southern California Hyundai dealers.

The **2014 Veloster Turbo R-Spec** was also introduced with its responsive, tuner-ready 1.6-liter, direct-injected, turbocharged engine, unique design cues, enhanced chassis tuning, B&M Racing[®] Sport Shifter, and the lowest price point in the Veloster Turbo lineup. The R-Spec is targeted to be available early February 2014.

The redesigned **2014 Elantra Sedan, Coupe** and **GT** were also unveiled. A host of new features have been added, while maintaining the roominess, warranty and safety that has made Elantra a three-time recipient of the *ALG Residual Value Award*.

To survive the ever-impending zombie apocalypse, a **Special Edition Tucson**, inspired by *The Walking Dead*, was revealed. This all-new production model Tucson will be available in limited quantity at dealerships starting early next year – just in time to celebrate the 10th Anniversary of *The Walking Dead* graphic novel series.

Complete product information and press releases are available on www.HyundaiNews.com.

DEALER NEWS:

Region Creates “Delivery Maps”

At the Boston **Fall Sales Manager Workshop**, Mike Parahus, District Sales Manager, Eastern Region, shared something that their department had created for their dealers – *Delivery Maps*. These “maps” function as a delivery checklist that sales consultants can use with their customers to ensure a thorough delivery.

The *Delivery Map* concept came from Tim Gavin, a *J.D. Power and Associates*’ representative who was working with some of the dealerships to improve their HPI scores.

Mike then conducted meetings with managers and the sales staff to get additional input on the *Delivery Map*. Next, they flip-charted all of the ideas, then worked together to come up with a draft. The salespeople started using the *Delivery Map* and determined what worked and what needed to change. From that, they came up with the final draft.

The *Delivery Map* helps set the expectation with the customer of what it takes to do a delivery, while making sure the customer is “*Completely Satisfied*” with their purchase.

We have created *Delivery Map* templates that you can download. Feel free to review the content with your staff and modify it for your dealership use. The templates are on HyundaiDealer.com → **Resources** → **Dealer Operations Guide** → **New Car Delivery** (a sample *Delivery Map* is reproduced on the next two pages – it’s designed so it prints front and back on one sheet of paper).

HPI Questions: How You’re Ranked

At one of the recent **Fall Sales Manager Workshops**, the question was asked: *What are the ten areas that directly affect how a sales consultant is rated by a buyer?* Here are the ten Sales STAR Index questions, and their weights:

- | | |
|--|-------|
| 1. Knowledge & Expertise about Vehicles | 10.8% |
| 2. Concern that you purchased best vehicle | 8.3% |
| 3. Courtesy/Friendliness | 10.0% |
| 4. Responsiveness | 7.3% |
| 5. Honesty | 9.9% |
| 6. Was the test drive thorough enough? | 6.0% |
| 7. Reviewed your vehicles QRG with you? | 9.0% |
| 8. Thoroughness in explaining vehicle features | 13.7% |
| 9. Timeliness of completing the final delivery | 13.9% |
| 10. Condition of your vehicle | 11.1% |

These HPI surveys are emailed to retail buyers. Customers who do not provide an email address will receive an HPI postcard survey invitation. Customers have up to 60 days to respond to the survey.



Hyundai Assurance

*Our promise to you when you come to
(your dealership name)
to shop for a vehicle:*

- ✓ Useful information
- ✓ Honest answers
- ✓ Room to breathe, if you need it

No stress, no hassle.

(Manager or Salesperson's name)
(Title)
(Your dealership name)



(Your dealership name)
Delivery Information

Congratulations on your new Hyundai!

- Review Delivery Arrangements
- Complete paperwork
- Source Financial Arrangements
- Contact Insurance Company
- Review Vehicle Interior Functions
- Review Vehicle Exterior Functions
- Review Warranty Information
- Review *Operator Manual*
- Review *Quick Reference Guide*
- Meet Service Department Staff
- Review Maintenance Schedule
- Set First Service Appointment
- Transfer Personal Items from Trade-In
- Set All Personal Preferences
- Pair Cell Phone(s)
- Set Blue Link®
- Install 3 Important Phone Numbers
- Second Drive
- (**Your dealer name**) Registry
- HPI / Dealer Rater Surveys
- Meet with Finance Manager
- Management Consultation

Required Paperwork:

- Driver's License
- Co-owner Driver's License
- Rebate Information/Codes
- Trade-In Title
- Trade-In Registration
- Trade-In Loan Statement or Book
- Payoff Information
- Insurance Information
- Credit Application
- Co-Owner Credit Application
- Tag Information
- Check / _____
- Income Statements: _____
 - _____
 - _____
- Previous Extended Warranty Documents
- Other: _____
 - _____

(Your dealership name)

BLUE LINK® NEWS:

Push the Blue Link Button...

You asked and we listened – so now, when your customers push the Blue Link button, we'll do the rest!

Thank you for the fantastic job you have done with Blue Link enrollments – you have made tremendous progress in capturing customer credit cards to enable long term Blue Link usage and owner retention.

To further support your sales process and easily complete the steps associated with Blue Link, effective immediately, sales consultants should ask 100% of customers with Blue Link-equipped vehicles to **“Push The Button”** after enrollment – then, an authorized Blue Link agent will assist the customer with Blue Link feature understanding, setting of 1st service appointment, and securing of a credit card to upgrade to even more enhanced Blue Link features.

As you know, the Blue Link *Welcome Call* serves as a fantastic addition to the sales process, providing informative and engaging dialogue that is sure to assist customers with their new purchase. Highlights include:

- 74% of customers said the *Welcome Call* improved their opinion of Blue Link with better feature understanding.
- For customers not enrolled in *Essentials & Guidance* at time of the *Welcome Call*, 20% opted to upgrade their accounts to enjoy great features like *Remote Vehicle Start*.
- 82% of eligible *Welcome Call* customers use POI Download vs. 25% for non-welcome call customers.
- A 25% higher completion rate for the *1st Maintenance Complete* (compared to Hyundai average), delivering an estimated incremental dealer revenue of **\$243,000** between March & June 2013.

With current levels of Blue Link *Welcome Call* usage being only 25% for Assurance Connected Care customers, it is important to encourage every customer with a Blue Link-equipped vehicle to press the Blue Link button before they leave your dealership: *after you enroll each customer in Blue Link, ask them to “Push the Blue Link button” and we will do the rest!*

Top Blue Link Performing Dealers*

NATIONAL – NOV. YTD		Enrollment	Credit Card Capture
AR031	Smart Hyundai	100	46
MN024	Dondelinger Hyundai	98	54
NV024	Centennial Hyundai	98	62
WI021	Van Horn Hyundai	97	49
WI024	Gentile Hyundai	97	66
OH044	Ganley Westside Hyundai	96	54
OK019	Billingsley Hyundai of Lawton	96	47
WI026	Zimbrick Eastside Hyundai	96	48
KS013	Scholfield Hyundai West	96	46
MI040	Ralph Thayer Livonia Hyundai	96	48

*Top 10 Enrollment and Associated Credit Card Capture
NOTE: Enrollment Objective = 95%; Credit Card Capture Objective = 20%;

CPO NEWS:

6,118 units: Best Ever November!

Sales of 6,118 Certified Pre-Owned units set a November CPO sales record. This represents an increase of 5.7% over November 2012 and a 9.6% gain year-to-date. November year-to-date, Hyundai dealers have sold 69,907 CPO units.

Top Selling CPO Dealers: Nov. '13 YTD

NATIONAL		Sales
FL108	Hyundai of New Port Richey	1,220
GA037	Jim Ellis Hyundai	751
NJ032	Lester Glenn Hyundai	737
FL122	Coconut Creek Hyundai	596
FL088	O'Brien Hyundai of Fort Myers	585
NV023	Planet Hyundai	564
NC038	Keffer Hyundai	561
FL103	Universal Hyundai	554
CA293	Hardin Hyundai	527
NY075	Atlantic Hyundai	519

Congratulations to the staff of Hyundai of New Port Richey as the first Hyundai dealer to reach 1,000 CPO sales in a calendar year! Hyundai of New Port Richey reached the 1,000 unit mark in October, with 1,220 CPO sales November YTD!

3rd Straight Year - Hyundai wins IntelliChoice Award for Best CPO Program in the Popular Category (Non-Luxury)

This is quite an accomplishment – an increasing stream of off-lease Hyundai vehicles allows you to offer outstanding CPO vehicles with a 10-year/100,000 mile warranty, 10-year/unlimited mileage roadside assistance, 150-point inspection, no-charge CARFAX® Vehicle History Report™, rental car reimbursement and travel interruption benefits.

Continuing in December- Sales Manager & Salesperson Sales Reward Program

Sales consultants can earn 20 HSR points and Sales Managers can earn 5 HSR points for each Hyundai CPO vehicle sold once a dealer-level sales qualifier is met. Ask your Hyundai DSM for program details.

IN THE NEWS:

CarMD®: Hyundai Most Reliable

Hyundai beat out every competitor to earn the distinction of *“Most Reliable Manufacturer”* in the **2013 CarMD® Vehicle Health Index™** Manufacturer & Vehicle Reliability Ranking. The annual report provides a ranking of manufacturers and vehicles with the lowest combined *“check engine”* repair incidents and costs. The Index ranks the top 10 manufacturers, top 100 vehicles overall, top vehicles by category, and the most common repairs by make. After two consecutive years of finishing second, Hyundai overtook Toyota and drove to the top of the list with its low repair frequency.

In The News continues on the next page...



Hyundai #1: By Strategic Vision

For the first time in the study's 18-year history, Hyundai ranked first in *Strategic Vision's* annual **Total Value Awards**. Additionally, four Hyundai models – Sonata, Genesis Coupe, Elantra and Equus – each took first place in their respective categories. Sonata scored top marks (tied with Ford Fusion) among midsize cars; Genesis Coupe won in the premium coupe category; Elantra received high scores (tied with Ford Fiesta Sedan and Chevrolet Cruze) among small cars; and the Equus beat out every competitor in the luxury car segment. Equus garnered a score of 804 – highest in the industry – even topping the Tesla Model S at 786.

ALG Residual Value Awards

Hyundai's commitment to improving residual value paid big dividends when ALG released the winners of their **14th annual Residual Value Awards**. For the second year in a row, the **Santa Fe Sport** took top place in the midsize utility vehicle segment and the **Accent** placed best in the subcompact category.



HMF NEWS:

Special December Lease Programs

- **'13 Elantra:** \$159/mo. for 36 mos.; \$2,199 at lease signing
- **'13 Elantra Coupe:** \$169/month for 36 months; \$2,499 at lease signing
- **'13 Elantra GT:** \$179/month for 36 months; \$2,699 at lease signing
- **'13 Genesis:** \$399/mo. for 36 mos.; \$3,499 at lease signing
- **'13 Sonata Hybrid:** \$239/month for 36 months; \$2,999 at lease signing
- **'14 Sonata:** \$199/mo. for 36 mos.; \$2,399 at lease signing
- **'14 Tucson:** \$249/mo. for 36 mos.; \$2,499 at lease signing
- **'14 Equus:** \$739/mo. for 36 mos.; \$4,999 at lease signing
- **'14 Santa Fe Sport:** \$269/month for 36 months; \$3,199 at lease signing

Refer to HMF's Marketing announcements for more details.

December / January Auctions

Adesa Minnesota	Dayton, MN	Dec. 10
Manheim Orlando	Ocoee, FL	Dec. 10
Manheim Kansas City	Kansas City, MO	Dec. 11
Manheim South Seattle	Kent, WA	Dec. 11
Manheim Denver	Denver, CO	Dec. 17
Manheim Riverside	Riverside, CA	Dec. 17
Manheim Dallas	Dallas, TX	Dec. 18
Manheim Auto Auction	Manheim, PA	Dec. 20
Manheim Auto Auction	Manheim, PA	Jan. 3
Manheim Georgia	Atlanta, GA	Jan. 7
Manheim Arena	Bolingbrook, IL	Jan. 7

Fastlane Highline Closed Event Sale: December 13 – 16

For online sales, log onto www.hyundaiastlane.com

Top HPI Dealers - November YTD*

NATIONAL – Year-To-Date sales (YTD)		HPI Score
WI010	Ken Vance Hyundai	981
LA031	Hyundai of Slidell	980
TX141	James Wood Hyundai	979
MA024	Mirak Hyundai	978
MN024	Dondelinger Hyundai	977
IA013	Lujack Hyundai	977
OH047	Preston Hyundai	976
PA080	Hyundai of Greensburg	976
MA034	Gary Rome Hyundai	975
PA030	Carousel Hyundai	975
PA060	Freedom Hyundai	975
UT013	Murdock Hyundai	975
AL028	Hyundai of Auburn	975

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

Top HSI Dealers - November YTD*

NATIONAL – Year-To-Date sales (YTD)		HSI Score
TX076	Texoma Hyundai	982
KY009	Jim Johnson Hyundai	979
IN028	Ray Skillman Southside Hyundai	979
OH050	Mathews Hyundai	975
NY106	Curry Hyundai	973
AR025	Superior Hyundai	971
TN045	Wilson County Hyundai	971
IN040	Wetzel Hyundai	970
MA043	Route 2 Hyundai	969
WA026	Hyundai of Everett	969

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

Top Selling Dealers - Nov. '13 MTD

CENTRAL REGION – Month-To-Date (MTD)		Sales
IL018	Green Hyundai	172
IL069	Patrick Hyundai	144
IL063	Family Hyundai	136
IL082	Napleton's Valley Hyundai	132
MN021	Luther Bloomington Hyundai	123

SOUTHERN REGION

FL108	Hyundai of New Port Richey	560
FL122	Coconut Creek Hyundai	309
FL114	Rick Case Hyundai	286
FL110	Doral Hyundai	260
FL057	King Hyundai	209

EASTERN REGION

NJ029	Brad Benson Hyundai	610
NY075	Atlantic Hyundai	353
NJ032	Lester Glenn Hyundai	345
NY110	Advantage Hyundai	166
NJ011	Freehold Hyundai	139

SOUTH CENTRAL REGION

TX100	Hyundai of El Paso	251
TX158	Ron Carter Hyundai	238
TX139	South Point Hyundai	217
TX040	Huffines Hyundai Plano	152
OK018	Edmond Hyundai	139

WESTERN REGION

CA293	Hardin Hyundai	310
CA310	Garden Grove Hyundai	221
NV023	Planet Hyundai	218
CA232	Hyundai of Roseville	216
CA314	Keyes Hyundai	210

