

JANUARY SALES: 24,512 UNITS

A Super Start to the New Year

In spite of uncertain economic times, stormy weather and the industry being down 30%, Hyundai's January sales were up 14% over 2008, and up 2% over December. The Eastern region turned in the best sales performance in the country, with sales up 20% over last January.

"We got off to a quick start in January thanks to the rollout of our *Hyundai Assurance Program*, which has struck a chord with American consumers during these uncertain times," said Dave Zuchowski, Hyundai Motor America's Vice President of National Sales. "This momentum was further spurred by Genesis winning the *North American Car of the Year* award. We are hopeful this energy can be sustained into February as we launch the new Genesis Coupe and Elantra Touring."

Congratulations on your hard work – it's paying off!

IQS:

Extended Through February

Due to slow sales, J.D. Power & Associates has extended the *2009 IQS* survey period – that means customers who buy a new vehicle through February will also receive a survey. So we have one more month of opportunities to perfect deliveries of perfectly prepared vehicles. Here are a few reminders to help the process:

- **Remember:** have the customer sign the Delivery Process Check List on the QRG tear-off sheet.
- **Before delivery:** make sure the car is spotless, the battery is fully charged, both remotes are working, and the tires are properly inflated.
- **During delivery:** walk customer through the most common items that could be difficult to understand (listed on the back pages of the QRG tear off sheet).

SALES TRAINING:

New Materials Posted Online

Check out *Sales Training Online* for all the new info that has been posted, like the latest exterior color updates, the '09 *Product Source Booklet*, revised '09 *Pocket Guide*, *Keys to Customer Satisfaction*, *Sales Manager and Sales Resource Guides*, '09 *Walkaround Videos* for Sonata, Elantra and Genesis are up now with Accent, Santa Fe, Azera and Veracruz coming soon; Spanish translations for these materials will be posted by the end of next week.



ADVERTISING:

Hyundai in Super Bowl Spotlight

For this year's Super Bowl, Hyundai had had such good news to share – *North American Car of the Year*, Hyundai Assurance and the introduction of the Genesis Coupe – we couldn't settle for just two spots so we aired five!

Sponsorship started 20-minutes prior to the game with the "Kick-Off Show Presented by the Hyundai Genesis, 2009 North American Car Of The Year". Along with several sponsorship mentions within the 20-minute segment, we also had three 30-second commercials:

1. **Commitment** – an all-new spot about the new Hyundai Assurance program.
2. **COTY** – announced the *Car of the Year* award given to the Genesis sedan.
3. **Billy** – an exciting spot showcasing new Genesis Coupe with music by *Smashing Pumpkins* ran right before kick-off! This spot also invited consumers to visit the microsite – www.edityourown.com – where they can edit their own spot using footage from the commercial.

During the game, we had two more spots: One called **Bosses** promoted the *North American Car of the Year* award as it depicted the boardrooms of two of our European and Japanese competitors once they found out about Hyundai winning the award.

The last Hyundai spot was about Hyundai Assurance, and confidently addressed some of the questions consumers have about this innovative program. You can view all of the Super Bowl spots on www.USAToday.com.

We are very excited about our Super Bowl sponsorship and the positive impact it will have on our brand and in your showroom.

SALES TIPS:

Looking For More Prospects?

The answer is as close as your Service Manager and the *Service Smarts Online* program. This program can provide you with an up-to-date list of Hyundai owners in your area who have or even have not been in for service. Look for those with vehicles that are 3-years old or older and may be in a position to trade up to a new Hyundai. You have a great message to share with these customers, including additional rebates for current Hyundai owners. So if you're looking for more sales, get on the phone and make some appointments.

Customer Email Addresses on RDRs

On January 16th, we announced our goal of increasing the number of customer email addresses collected and input in the *RDR Input* screen. To further this goal, the RDR Input screen will be modified making it easier to input data. Look for the DCS message posted February 4th for instructions.

PARTS & ACCESSORIES:

New Accessories for '09 Models

Go to *Sales Training Online* to view all of the 2009 Accessories, including those for the new Elantra Touring. You may want to stock up on these accessories as they give your customers the opportunity to customize their new Hyundai!

Great Freight Rebate – if you purchase 20 or more tires between February 1 through March 19, 2009, your dealership qualifies for a rebate credit equal to the cost of shipping.

Include the "Bling" – chrome alloy wheels are available as a Port Installed Option on Veracruz – talk to your District Sales Manager about adding them in your allocation.

HMFC:

February Programs

Special Lease Program:

- **Lease an '09 Genesis 3.8L V6** for \$399/month for 27 months, \$2,200 customer cash down plus \$1,000 HMFC origination support. Total of \$2,599 due at lease signing. National, excluding South Central Region

Special Low APR Program:

- '09MY Genesis has a **Low APR of 0.9%** up to 36 months for Tier 1 customers: South Central Region Only
- '09MY Azera has a **Bonus Cash of \$750** plus **Low APR of 0.0%** up to 36 months for Tier 1 customers: National
- '08MY Santa Fe Limited has a **Bonus Cash of \$1,750** plus **Low APR of 0.0%** up to 36 months for Tier 1 customers: National
- '08MY Santa Fe GLS & SE have **Bonus Cash of \$1,000** plus **Low APR of 0.0%** up to 36 months for Tier 1 customers: National

January Top HMFC Dealers

NATIONAL		New Contracts
NY075	Atlantic Hyundai	36
OH011	Ron Marhoffer Hyundai, Cuyahoga Falls	29
FL088	O'Brien Hyundai, Florida	28
CA305	LAX Hyundai	27
CA310	Garden Grove Hyundai	26
VA006	Fairfax Hyundai	26

Top Selling Dealers – 2009 YTD

NATIONAL		Sales
FL108	Hyundai of New Port Richey	190
NY075	Atlantic Hyundai	173
NY029	Brad Benson Hyundai	155
NJ032	Lester Glenn Hyundai	143
VA006	Fairfax Hyundai	137

CENTRAL REGION

IL063	Family Hyundai	Tinley Park, IL	77
MO030	Suntrup Hyundai	St. Louis, MO	70
IL061	Rosen Hyundai	Algonquin, IL	69
IL018	Green Hyundai	Springfield, IL	64
MO011	Dean Team Hyundai	Ballwin, MO	63

CALIFORNIA REGION

CA232	Hyundai of Roseville	Roseville, CA	72
CA293	Hardin Hyundai	Anaheim, CA	48
CA310	Garden Grove Hyundai	Garden Grove, CA	44
CA314	Keyes Hyundai	Van Nuys, CA	44
CA020	Frank Motors Hyundai	National City, CA	38

SOUTHERN REGION

FL108	Hyundai of New Port Richey	New Port Richey, FL	190
VA006	Fairfax Hyundai	Fairfax, VA	137
FL120	Jenkins Hyundai, Leesburg	Leesburg, FL	101
FL088	O'Brien Hyundai	Fort Myers, FL	100
FL089	Jenkins Hyundai	Ocala, FL	95

EASTERN REGION

NY075	Atlantic Hyundai	West Islip, NY	173
NJ029	Brad Benson Hyundai	South Brunswick, NJ	155
NJ032	Lester Glenn Hyundai	Toms River, NJ	143
NY110	Advantage Hyundai	Hicksville, NY	102
RI008	Tarbox Hyundai	Warwick, RI	73

SOUTH CENTRAL REGION

TX040	Huffines Hyundai	Plano, TX	81
TX100	Hyundai of El Paso	El Paso, TX	73
TX095	Round Rock Hyundai	Round Rock, TX	60
TX109	Best Hyundai	Houston, TX	59
TX068	Allen Samuels Hyundai	Fort Worth, TX	58

WESTERN REGION

NV015	Planet Hyundai	Las Vegas, NV	97
CO034	Arapahoe Hyundai	Centennial, CO	70
UT013	Murdock Hyundai	Orem, UT	61
AZ018	Jim Click Hyundai Eastside	Tucson, AZ	48
NV022	United Hyundai	Las Vegas, NV	46

Top Sales Managers & Sales Associates on next page...

Top Sales Managers – 2009 YTD

CENTRAL REGION		Sales
Jeffrey Kunz	Green Hyundai	81
Jeff Roberts	St. Charles Hyundai	75
Glen King	Suntrup Hyundai	73
Thomas Fascetti	Dean Team Hyundai	70
Louis Tornabeni	Ettleson Hyundai	64

CALIFORNIA REGION		Sales
Danielle Gerbino	Hardin Hyundai	49
Christopher Shaffer	Hyundai of Roseville	47
Norm Bustamante	LAX Hyundai	41
David Rosas	Lamar Hyundai	35
Chris Smith	Harbor Hyundai	32

SOUTHERN REGION		Sales
Raul Gomila	Napleton's Hyundai	90
Ernest McQuaig	Pearson Hyundai	90
Andy Kim	Alexandria Hyundai	83
A Appleby	Coconut Creek Hyundai	78
Matthew Westcott	Fairfax Hyundai	77

EASTERN REGION		Sales
Daniel Toomey	Atlantic Hyundai	187
David Cantin	Brad Benson Hyundai	169
Terry Barnes	Harrisburg Hyundai	79
Edward Tarbox	Tarbox Hyundai	78
Michael Croce	Springfield Hyundai	77

SOUTH CENTRAL REGION		Sales
Roosevelt May	Huffines Hyundai	89
Bobby Simmons	Best Hyundai	63
Peter Cafferata	Allen Samuels Hyundai	61
Wesley Spence	Red McCombs Hyundai	46
Michael Birmingham	Capitol Hyundai	46

WESTERN REGION		Sales
Mohamed Hussein	Planet Hyundai	96
Paul Tew	Murdock Hyundai	64
Young Soo Lee	Doug's Hyundai	51
David Withnell	Withnell Hyundai	44
Dale Ballard	Skagit Valley Hyundai	43

Top Sales Associates – 2009 YTD

CENTRAL REGION		Sales
Scott Varnum	Dean Team Hyundai	43
Jon Muehl	Rosen Hyundai	41
Otha Childress	McCarthy Olathe Hyundai	28
Christopher Miller	Dean Team Hyundai	27
Adel Elgawli	Gartner Hyundai	26

CALIFORNIA REGION		Sales
Keri Cornelius	Hardin Hyundai	29
Min Ki Choi	L.A. City Hyundai	28
John Madarang	LAX Hyundai	26
Sung Hee Jang	Garden Grove Hyundai	24
Johnny Chu	Garden Grove Hyundai	21

Top Sales Associates, continued...

SOUTHERN REGION		Sales
Ronald Elliott	Taylor Hyundai	30
Donald Barker	Fairfax Hyundai	27
Nimrod Mesch	Coconut Creek Hyundai	25
Carolyn Davis	Jenkins Hyundai	23
Oscar Benavides	Carolina Hyundai of Lake Norma	23

EASTERN REGION		Sales
Ali Givehchi	Brad Benson Hyundai	30
James Klaipts	Lancaster Hyundai	28
Jason Smith	Advantage Hyundai	27
Christopher Williams	Conicelli Hyundai	27
Sandra Redway	Atlantic Hyundai	25

SOUTH CENTRAL REGION		Sales
Daniel Ronje	Champion Hyundai of Corpus Christy	29
Eric Gonzalez	Huffines Hyundai McKinney	23
James Ward	Freeman Hyundai	22
Tim Evans	Lawrence Marshall Hyundai	21
Timothy Vandesteene	Best Hyundai	20

WESTERN REGION		Sales
Yun Kyung Na	Doug's Hyundai	21
Tony Saccomano	Arapahoe Hyundai	19
Anthony Fisher	Planet Hyundai	16
David Ligotti	United Hyundai	16
Karl Hedrick	Car Pros Hyundai	15

AUCTIONS:

February / March Auction Dates

Manheim San Francisco Bay	Hayward, CA	Feb 11
Columbus Fair	Columbus, OH	Feb 11
Greensboro Auto Auction	Greensboro, NC	Feb 11
Manheim's Texas Hobby	Houston, TX	Feb 12
Manheim Auto Auction	Manheim, PA	Feb 13
Adesa Kansas City Auto Auction	Lee's Summit, MO	Feb 17
Manheim's Georgia Dealers Auto Auction	Atlanta, GA	Feb 17
Adesa Phoenix Auto Auction	Chandler, AZ	Feb 18
Manheim's Dallas Auto Auction	Dallas, TX	Feb 18
Southern Auto Auction	E. Windsor, CT	Feb 18
Manheim Greater Nevada Auto Auction	Las Vegas, NV	Feb 20
Manheim Auto Auction	Manheim, PA	Feb 20
Manheim's Arena Auto Auction	Bolingbrook, IL	Feb 24
Manheim's Florida Auction of Orlando	Ocoee, FL	Feb 24
Manheim South Seattle Auto Auction	Kent, WA	Feb 25
Columbus Fair	Columbus, OH	Feb 25
Greensboro Auto Auction	Greensboro, NC	Feb 25
Manheim's Texas Hobby	Houston, TX	Feb 26
Adesa Minneapolis Auto Auction	Dayton, MN	Mar 3
Adesa Kansas City Auto Auction	Belton, MO	Mar 3
Manheim's Georgia Dealers Auto Auction	Atlanta, GA	Mar 3
Manheim's Dallas Auto Auction	Dallas, TX	Mar 4
Southern Auto Auction	E. Windsor, CT	Mar 4
Manheim Greater Nevada Auto Auction	Las Vegas, NV	Mar 5
Manheim Greater Nevada Auto Auction	Las Vegas, NV	Mar 6
Manheim Auto Auction	Manheim, PA	Mar 6
Manheim Colorado Auto Auction	Commerce City, CO	Mar 10
Manheim's Arena Auto Auction	Bolingbrook, IL	Mar 10
Manheim's Florida Auction of Orlando	Ocoee, FL	Mar 10
Manheim San Francisco Bay	Hayward, CA	Mar 11
Columbus Fair	Columbus, OH	Mar 11
Greensboro Auto Auction	Greensboro, NC	Mar 11