

## JANUARY SALES: 30,503 UNITS

### Sales up 24% over January '09!

The momentum keeps rolling in the new year – making it the 13<sup>th</sup> consecutive month of year-over-year retail market share gains for Hyundai and our best retail performance since the "Cash-for-Clunkers" program in August 2009.

"While we were surprised and disappointed in the overall weakness of the industry in January, we are encouraged by our strong performance at both ends of the market spectrum. Our fuel-efficient Accent and Elantra entries were up 61% and 133% respectively, while our flagship Genesis recorded its best-ever retail segment share," said Dave Zuchowski, Hyundai Motor America's Vice President of National Sales.

"In addition, the red-hot and completely redesigned 2010 Tucson hit your lots in January and recorded a 128% sales increase in its first month. Vehicle availability is rapidly improving to meet overwhelming consumer demand and, at the same time, we're introducing the all-new, game-changing Sonata this week. We fully expect both vehicles to significantly bolster our sales momentum throughout 2010."

Here are January's sales highlights:

- **Elantra** – #1 overall – 7,690 units!
- **Accent** – sales were 5,747 units!
- **Santa Fe** – #1 SUV with sales of 7,204 units
- **Genesis** sales totaled 1,670 units!

Thank you and your dealership's sales force for starting the new year and new decade on a positive note!

## PRODUCT NEWS:

### 2011 Sonata Pricing Released

Pricing information for the all-new 2011 Sonata was released earlier this week and cars will start arriving at your dealership soon, if they haven't already. The all-new Sonata was created at the Hyundai California Design Studio and conceived with the needs of the American car buyer in mind. It's also built in America, at the state-of-the-art assembly plant in Montgomery, Alabama. And it reinforces Hyundai's commitment to being a fuel economy leader as it's rated a best-in-class 35 mpg highway. As Motor Trend.com said: "This could be America's next best seller." And Car and Driver added: "Just call it impressive."

## ADVERTISING NEWS:

### Hyundai: Super Bowl Spotlight

Hyundai will be one of the most visible sponsors of Super Bowl XLIV on Sunday, February 7, with a total of eight ads airing throughout the day. This marks Hyundai's 3<sup>rd</sup> consecutive year of advertising during the Super Bowl and second consecutive year sponsoring the Kickoff Show.

Hyundai's Super Bowl blitz will be highlighted by two in-game ads. The first, titled "Paint," will kick off an aggressive campaign supporting the 2011 Sonata – it is slotted for the first quarter of the game. The second in-game ad, titled "10 Years/Favre," is scheduled for the second quarter and features NFL superstar Brett Favre.

"The Super Bowl is not only a showcase for great football, but also for the most significant advertising, reaching an estimated 95 million viewers in the U.S.," said Joel Ewanick, Vice President of Marketing, HMA.

To view Hyundai's Super Bowl ads, please go to: [www.HyundaiNews.com](http://www.HyundaiNews.com).

## TRAINING NEWS:

### Extensive Additions & Updates

This is a busy time of the year for Hyundai Sales Training. Be sure to go to [www.hyundaidealer.com](http://www.hyundaidealer.com) regularly to stay up to date. Here are the highlights:

**TUBE BRAND COMMUNICATION PROGRAM:** The Tube is the fully-interactive touch screen that provides your sales team with a powerful tool to engage customers with easy-to-navigate, rich and relevant Hyundai content. The Tube is available for order now.

- 2010 Santa Fe information is now on The Tube
- 2010 Tucson information is coming mid-February
- 2011 Sonata information will be end of February

**2010 TUCSON & SANTA FE INFO LIVE ONLINE:** To keep you informed and up-to-date, the 2010 Tucson and Santa Fe sections have been added to the STAR Product Information section on Sales Training Online. In addition, you can also download a PDF file of the *2010 Pocket Guide* and *2010 Source Booklet*.

**2011 SONATA INFO LIVE ONLINE:** *Fast Facts, Product Information, Quick Reference Guide* and *Dare to Compare* competitive comparisons are also on the STAR Product Information section of Sales Training Online.

*Continued on the next page...*

## TRAINING NEWS, continued:

### 2010 STAR CERTIFICATION DEADLINE – February 24<sup>th</sup>: A

reminder that Managers and Salespeople must pass both the STAR Product and STAR Practices tests with a minimum of 80% proficiency to be certified.

- 2009 Certified Salespeople will receive payments until February 24<sup>th</sup> – after the 24<sup>th</sup>, payments will be held until 2010 Certification is completed.
- If issues come up during testing, you can call toll-free: 1-866-828-3811 (M-F 8:30 a.m. – 8:00 p.m. EST)

**IQS PERIOD:** The IQS sales period runs through February 28 and while we were the highest ranked non-premium brand, for 2010, we want to do better! To make that a reality, we recommend taking time to ensure that your customers understand how to operate key features like:

- Sirius/XM<sup>®</sup> Radio and the iPod<sup>®</sup> cable
- Heating/air conditioning/ventilation
- Wiper, headlight and interior light controls – particularly the dome light
- Settings like memory seats, HomeLink<sup>®</sup> and the personalized user settings, if equipped

Remember the *tear-off page* of the **Quick Reference Guide** is your Customer Delivery Checklist – you need to get three signatures on that page: the customer's, the salesperson and yours, the Sales Manager. We cannot skip a delivery step in December, January and February, including checking the engine oil in front of the customer.

## HOW IT WORKS:

### TPMS, Hillstart & Downhill Assist

The 2011 Sonata and 2010 Tucson have three new features that should be reviewed at time of delivery – a new Tire Pressure Monitoring System, Hillstart Assist control (HAC) and Downhill Assist Control (DAC). Here are the highlights:

- **TPMS** – The new **Tire Pressure Monitoring System** only has one warning light in these vehicles. The symbol will **illuminate** to indicate a tire is *low on air*. If this **light blinks** for about a minute after the vehicle is started, this indicates that there is a *malfunction with the system*.
- **HAC** – **Hillstart Assist Control** is found on both these vehicles. It is designed to minimize backward rolling on a steep hill. This feature will give you 2-3 seconds to move your foot from the brake to the accelerator pedal before the brake is released. Please be sure your customers are aware the vehicle will roll backwards if the brake *is not pressed* after this amount of time.



- **DAC** – **Downhill Assist Control** is only available on the 2010 Tucson. It is a computer-operated system for descending steep grades. This system is designed to help prevent slippage as the vehicle progresses down the slope.

**NOTE:** Neither HAC or DAC is a substitute for safe driving judgment and practices. Factors including speed, grade, surface conditions and driver input can all affect whether DAC and HAC will be effective in preventing a loss of control.

## SERVICE NEWS:

### Team Up with Service

You've heard the old adage: *"The Sales Department sells the first vehicle... and the Service Department sells the next one."* That really is true – as the quality of service that your customers receive has a direct impact on their choice to return when it's time to purchase another vehicle. So if you want to increase your odds of having customers return to buy their *next* new vehicles from you, consider teaming up with your Service Department. Here are some suggestions:

- When you sell a new Hyundai, introduce your customer to the Service Manager or a Service Advisor.
- Encourage your customers to make their first service appointment before driving away in the new vehicle.

Research has shown that customers who become regular service customers are much more likely to be repeat buyers – so when you make the sale, a tour of the Service Department makes sense as part of your delivery.

## HMF NEWS:

### Special February 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. \$3,499 due at lease signing (National, excluding South Central Region).
- Lease a 2010 Veracruz for \$359/month for 36 months. \$2,599 due at lease signing (National).
- Lease a 2010 Genesis Coupe 2.0T M/T for \$259/month for 36 Months. \$2,199 due at lease signing (National, excluding South Central Region).
- Lease a 2010 Tucson 2.4L FWD GLS A/T for \$239/month for 36 Months. \$2,499 due at lease signing (National).

### Finance Program Highlights:

- Special low APR rates for the All New 2011 Sonata of 2.9% for up to 60 months, 3.9% for 72 months.

Refer to HMF's DCS message for details and other offers.

January Top HMFC Dealers		
NATIONAL		New Contracts
NY075	Atlantic Hyundai	94
NJ029	Brad Benson Hyundai	93
FL108	Hyundai of New Port Richey	77
NV015	Planet Hyundai	56
VA006	Fairfax Hyundai	38

## Understanding the Basics

You're aware that every customer who buys a new Hyundai at your dealership receives a survey from HMA. Some dealers have requested that we share the 2010 questions – so here they are. Your customers have the option of filling it out on paper, or going online to take the survey. That is why it's important to get an email address at the time of purchase. The online survey is the most up-to-date and the print survey will follow the online format when they are reprinted.

*Hyundai Motor America is committed to Customer Satisfaction and we look forward to learning about your recent purchase experience.*

	Yes	No
Was your new vehicle delivered with a full tank of gas?	<input type="radio"/>	<input type="radio"/>
Did the sales staff offer to customize your vehicle to your preferences (preset favorite radio stations, set memory seats, etc.)?	<input type="radio"/>	<input type="radio"/>
Did the sales staff show you how to check your vehicle's oil level?	<input type="radio"/>	<input type="radio"/>
Did the sales staff offer to help you set up your vehicle's first service visit?	<input type="radio"/>	<input type="radio"/>
Were you introduced to anyone from the dealership's service department?	<input type="radio"/>	<input type="radio"/>
Did your dealership contact you after delivery to ensure that everything was satisfactory?	<input type="radio"/>	<input type="radio"/>
Did the dealership review with you your vehicle's Quick Reference Guide?	<input type="radio"/>	<input type="radio"/>
Was your vehicle's warranty explained?	<input type="radio"/>	<input type="radio"/>
Were your vehicle's service requirements explained?	<input type="radio"/>	<input type="radio"/>

This article will show you some of the questions that are being asked so you know what you and your people are being graded on by your customers.

- The survey results give the Dealer Principal and the Managers a chance to monitor how your people are performing on an ongoing basis and to make corrections, as needed.

The sample questions on the right deal with your facility. These answers help you identify areas within your dealership that may need improvement.

The questions below focus on Salesperson performance. These questions cover the basics and again, allow you to monitor their performance and identify areas where additional training may be needed.

### DEALERSHIP FACILITY

	Unacceptable				Average					Outstanding
	1	2	3	4	5	6	7	8	9	10
Appearance of facility (design, cleanliness, etc.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Comfort of the area or office where you agreed to the price of your vehicle	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Size of inventory (carried wide selection of colors, options, etc.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ease of looking at dealer's inventory (well organized, vehicles parked for easy access, etc.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Convenience of hours (evenings, weekends, etc.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Convenience of location	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

### WORKING WITH YOUR SALESPERSON

	Unacceptable				Average					Outstanding
	1	2	3	4	5	6	7	8	9	10
Appearance of salesperson (clothes, grooming, etc.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Salesperson's knowledge/expertise about vehicles	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Level of attention focused on you (didn't leave you to work with other customers, etc.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Salesperson's handling of the test-drive (reasonable length, eagerness to encourage, etc.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Made the negotiation process clear and understandable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Courtesy and friendliness of salesperson	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ability to answer your questions	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Honesty of salesperson	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

It's important to be familiar with the Sales Satisfaction Survey, as it is the ideal self-evaluation tool that you can use to take your sales force to new levels of performance and customer satisfaction.

## Top Selling Dealers – January 2010

NATIONAL		Sales
NY075	Atlantic Hyundai	394
NY029	Brad Benson Hyundai	310
NJ032	Lester Glenn Hyundai	247
FL108	Hyundai of New Port Richey	233
FL122	Coconut Creek Hyundai	168

CENTRAL REGION		Sales
OH018	Columbia Hyundai	Cincinnati, OH 71
MO011	Dean Team Hyundai	Ballwin, MO 70
MO016	St. Charles Hyundai	St. Peters, MO 69
IL018	Green Hyundai	Springfield, IL 64
OH042	Hatfield Hyundai	Columbus, OH 64

SOUTHERN REGION		Sales
FL108	Hyundai New Port Richey	New Port Richey, FL 233
FL122	Coconut Creek Hyundai	Coconut Creek, FL 168
VA006	Fairfax Hyundai	Fairfax, VA 159
FL088	O'Brien Hyundai	Fort Myers, FL 130
MD028	Antwerpen Hyundai	Baltimore, MD 118

EASTERN REGION		Sales
NY075	Atlantic Hyundai	West Islip, NY 393
NJ029	Brad Benson Hyundai	Monmouth Jct., NJ 310
NJ032	Lester Glenn Hyundai	Toms River, NJ 247
NY110	Advantage Hyundai	Hicksville, NY 121
NJ005	Towne Hyundai	Denville, NJ 89

SOUTH CENTRAL REGION		Sales
TX100	Hyundai of El Paso	El Paso, TX 101
TX095	Round Rock Hyundai	Round Rock, TX 65
TX040	Huffines Hyundai	Plano, TX 61
AL015	Capitol Hyundai	Montgomery, AL 60
TX131	Absolute Hyundai	Mesquite, TX 50

WESTERN REGION		Sales
NV015	Planet Hyundai	Las Vegas, NV 122
CA303	Harbor Hyundai	Long Beach, CA 117
CA310	Garden Grove Hyundai	Garden Grove, CA 82
CA293	Hardin Hyundai	Anaheim, CA 81
CO034	Arapahoe Hyundai	Centennial, CO 76

## Top Sales Managers – January 2010

CENTRAL REGION		Sales
Thomas Fascetti	Dean Team Hyundai	74
Jeff Roberts	St. Charles Hyundai	73
Jeffrey Kunz	Green Hyundai	67
Jon McFarland	Columbia Hyundai	53
David Novak @ Pugi &	Frederick Ziegel @ Taylor	52

SOUTHERN REGION		Sales
A. Appleby	Coconut Creek Hyundai	152
Clay King	King Hyundai	88
Matthew Westcott	Fairfax Hyundai	81
Andy Kim	Alexandria Hyundai	80
Leo Blakeney	Fairfax Hyundai	80
Kevin Wilkerson	Hyundai of New Port Richey	80

EASTERN REGION		Sales
Christopher Mooney	Atlantic Hyundai	347
David Cantin	Brad Benson Hyundai	318
John Perillo	Lester Glenn Hyundai	131
Joseph Arioso	Lester Glenn Hyundai	84
Greg Munoz	Hyundai of Valley Stream	75

## SOUTH CENTRAL REGION

Michael Birmingham	Capitol Hyundai	62
Fred Grado	Hyundai of El Paso	51
Roosevelt May	Huffines Hyundai	50
Peter Cafferata	Allen Samuels Hyundai	49
Cesar Martinez	Hyundai of El Paso	48

## WESTERN REGION

Danielle Gerbino	Hardin Hyundai	88
John Staluppi Jr.	Planet Hyundai	65
Frank Maione	Henderson Hyundai	58
Richard Cardella	Planet Hyundai	50
Chris Smith	Harbor Hyundai	45

## Top Sales Associates – January 2010

CENTRAL REGION		Sales
Scott Varnum	Dean Team Hyundai	27
Robert Miller	Dean Team Hyundai	24
Jasper Cicero	Rosen Hyundai	23
Christopher Miller	Dean Team Hyundai	23
Arturo Moreno	Gartner Hyundai	22

## SOUTHERN REGION

Patrick Amoriello	Coconut Creek Hyundai	80
Chongjian Guo	Fairfax Hyundai	31
Jose Sol	William Lehman Hyundai	30
William Parent	Hyundai of New Port Richey	28
Carolyn Davis	Jenkins Hyundai	27

## EASTERN REGION

Steven Kroninger	Atlantic Hyundai	43
Joseph Ippolito Jr.	Towne Hyundai	39
Sandra Redway	Atlantic Hyundai	37
Barry Russin	Atlantic Hyundai	32
Heather McCrum	Lester Glenn Hyundai	30

## SOUTH CENTRAL REGION

Daniel Ronje	Champion Hyundai Corpus Christi	29
Thomas Phillip	Serra Hyundai	26
Earnest Knight	Capitol Hyundai	24
Gerald Michalak	Absolute Hyundai of Mesquite	20
James Wilson	Tameron Hyundai	19

## WESTERN REGION

Thomas Toscas	Harbor Hyundai	38
Leo Zombek	Arapahoe Hyundai	31
Elena Tudorache	Garden Grove Hyundai	30
Eddy Kim	Garden Grove Hyundai	26
Robert Kersh	Hardin Hyundai	25

## February / March Auction Dates

Manheim South Seattle	Kent, WA	Feb 10
Greensboro AA	Greensboro, NC	Feb 10
Manheim Dallas Fort Worth	Fort Worth, TX	Feb 11
Manheim AA	Manheim, PA	Feb 12
Manheim Colorado	Commerce City, CO	Feb 16
Manheim Georgia Auto Auction	Atlanta, GA	Feb 16
Adesa Minn. Auto Auction	Dayton, MN	Feb 16
Manheim Dallas	Dallas, TX	Feb 17
Southern Auto Auction	E. Windsor, CT	Feb 17
Manheim Greater Nevada	Las Vegas, NV	Feb 19
Manheim Auto Auction	Manheim, PA	Feb 19
Manheim Arena	Bolingbrook, IL	Feb 23
Manheim Orlando Auto Auction	Ocoee, FL	Feb 23
Adesa Phoenix	Chandler, AZ	Feb 24
Columbus Fair Auto Auction	Columbus, OH	Feb 24
Manheim Dallas Fort Worth	Fort Worth, TX	Feb 25
Adesa Kansas City	Belton, MO	Mar 02
Manheim Georgia Auto Auction	Atlanta, GA	Mar 02