

JANUARY SALES: 37,214 UNITS

Retail Sales Up An Amazing 58%

New year – same momentum! The new year started with a *BANG* as overall sales were up 22% over last January and retail sales soared 58% over 2010 – fueled by sales of the Sonata and Elantra.

“January sales results were encouraging, continuing the momentum of our best year ever, with signals that the economy is stabilizing on a trajectory of steady, sustained growth,” said Dave Zuchowski, Hyundai Motor America’s Executive Vice President, National Sales.

In addition, you sold **4,792 cars** with a 40-mpg EPA fuel economy rating: “At Hyundai, 40-mpg isn’t a marketing charade. High-volume, high-value cars like our 2011 Elantra sedan, which gets 40-mpg across the board without extra cost fuel economy packages and it runs on regular fuel, demonstrates our commitment to leading the industry in fuel efficiency. We’d love to see other automakers report sales of their 40-mpg models,” said John Krafcik, Hyundai Motor America’s President and CEO.

Here are the January sales highlights:

- **Sonata** – #1 overall sales – 13,261 units – *up 150%*
- **Elantra** – 9,659 units – *up 26%*
- **Tucson** – 2,863 units – *up 29%*
- **Genesis** – 1,783 units – *19th consecutive month* of year-over-year sales gains!
- **Equus** – 254 sales *despite limited availability!*

MARKETING NEWS:

New Global Brand Positioning

Did you know that Hyundai is the fastest growing automotive brand in the world? Yes, that’s true – thanks, in part, to your hard work! As the company has grown, not only have the vehicles evolved – so has our brand strategy. At the Detroit Auto Show, our new brand direction was announced, which is:

NEW THINKING. NEW POSSIBILITIES.

This strategy encompasses Hyundai’s new brand concept of “Modern Premium,” which aims to provide customers with emotional value and experiences beyond expectations through new thinking and new possibilities. While traditional *premium* is usually linked with high prices for the privileged few, Hyundai’s “Modern Premium” concept

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is based on the idea that high quality does not necessarily require a high price for a limited class.

“Hyundai is not just a company that makes cars. Hyundai is a company that creates new possibilities. Our goal is not to become the biggest car company. Our goal is to become the most-loved car company and a trusted lifetime partner of our owners,” said Euisun Chung, Vice Chairman of Hyundai Motor.

Front & Center for Super Bowl XLV

This year marks Hyundai’s fourth consecutive as a Super Bowl advertiser, with three in-game ads planned for Super Bowl Sunday. The ad campaign actually started during the divisional championships, highlighting the all-new 2011 Hyundai Elantra with the theme: “*Snap Out of It.*”

The “*Snap Out of It*” campaign addresses years of consumer complacency towards the compact car segment – then presents the all-new 2011 Elantra as a no-compromise alternative that screams “*Snap Out of It*” in an effort to deprogram those in the compact car trance.

The 2011 Super Bowl advertising blitz also goes beyond television to include an unbranded, viral campaign through the integration of 10 online spots that reinforce the “*Snap Out of It*” theme. These unbranded short films will not be identified until Super Bowl Sunday, and we’re reserving at least two “*Snap Out of It*” ads to premier in the Big Game.

TRAINING NEWS:

Sonata Hybrid Kit Coming Soon

The **Sonata Hybrid Dealer Kit** is almost complete. Video assets will come on a memory stick and include a video Walkaround, Reference Guide and “*Inside the Sonata Hybrid*” animation. The kit also contains 10 copies each of the Sonata Hybrid Overview brochure, Fast Facts, Dare to Compare, Hybrid Mileage Booklet, Hybrid Frequently Asked Questions, and the 2011 Product Guide. A DCS message plus an email to the regions will go out to let you know when the package has been shipped. Here are some tips when the Sonata Hybrid arrives at your dealership:

- Drive one for yourself so you can explain how it works.
- Look at the Eco-Guide (it’s where the tachometer is normally placed) – in the blue is good – you’re optimizing fuel economy; if it goes red, you’re wasting gas.
- On models with navigation, look at the hybrid technology display to see how the power is being routed and more.

IN THE NEWS:

Latest Awards & Accolades

- **Elantra Touring** named “*Best Car for the Money*” by **U.S. News and World Report** taking top honors for outstanding value in the wagon segment.
- **Sonata** named **2011 International Car of the Year** at the **2011 North American International Auto Show** in Detroit.
- **Sonata** “stunned” veteran analysts from *Strategic Vision*, tallying the highest score in the 14-year history of the **Total Value Index** study. It topped all competitors – past and present – including those in luxury segments! Strategic Vision even created an all-new award, thus Sonata took home the first-ever “**Special Total Value Award.**”
- **Genesis Sedan** and **Tucson** also earned top honors in near-luxury and small SUV categories of the **2010 Strategic Vision Total Value Index** (TVI).
- At the **2011 Hyundai Tournament of Champions**, Hyundai *Hope on Wheels*® donated \$50,000 to the *Kapi‘olani Medical Center for Women & Children*, Hawaii’s only full-service children’s hospital.

PRODUCT KNOWLEDGE:

Understanding New Features

Here’s an explanation of some features on the new Elantra:

- **Battery Saver:** Prevents battery drain by automatically turning off the parking lights when the driver removes the ignition key (with a Proximity key: turns off engine) and then opens the driver’s side door – on 2011 Elantra.
- **Headlight Welcome Function:** When approaching the vehicle, when the headlight switch is ON or in the AUTO position and all doors and trunk are closed and locked – when you press the door unlock button on the transmitter (or on the Proximity Key), the headlights will come on for about 15 seconds – *this is on a number of 2011 vehicles.*
- **Headlight Delay** (if equipped): When leaving the vehicle, if the ignition switch is turned to the ACC or OFF position with the headlights ON, when the driver’s door is opened and closed, the headlights automatically turn off after about 30 seconds – *this is on a number of 2011 vehicles.*

TRAINING NEWS:

IQS Period ends February 28

The IQS Sales Period runs through February 28 – that means your current buyers could receive the J.D. Power & Associates’ *Initial Quality Survey*. The following will help ensure Hyundai scores well:

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- It all starts with each vehicle’s **Quick Reference Guide** – it’s designed to help customers operate their vehicle after they leave the dealership.
- After a complete review of the **QRG** with the customer, the **tear-off page** is your **Customer Delivery Checklist** – you need to get three signatures on that page: the customer’s, the salesperson and yours, the Sales Manager.
- **With the recent cold snap and changing weather** – checking batteries and tire pressure is a good idea, especially for vehicles with longer storage times.
- **Check for any open service campaigns** – make sure all applicable campaigns are completed.
- **At the end of the delivery:** walk each customer through their first service experience – it’s the first oil change – if possible, introduce them to the Service Manager or Service Advisor, show them where to go and what they have to do. We cannot skip a delivery step this month and that includes checking the engine oil in front of the customer.

ACCESSORY NEWS:

New PIO Remote Vehicle Start System

The new **Hyundai Remote Start Vehicle Security System** offers great convenience features for your customers such as: Pre-heating / cooling the interior, remote rear defroster activation, 15-minute run time, progressive find to locate your vehicle and a 1,000 foot transmitter range.

- The new **Hyundai Remote Start Vehicle Security System** is now available as a Port-Installed Option (PIO) on Santa Fe and Tucson. Ask your DSM for additional PIO details.
- The **Hyundai Remote Start Vehicle Security System** is also available as a Dealer-Installed Option (DIO) on Santa Fe and Tucson. The DIO Part Numbers are: Santa Fe – (A/T only) 2B056-ADU00, Tucson – (A/T only) 2S056-ADU00. Ask your DPSM for additional DIO details.

HMF NEWS:

Special February Lease Programs

- Lease a **2011 Genesis Sedan 3.8L V6** for **\$399/month for 36 months**. \$2,698 due at lease signing (National).
- Lease a **2011 Tucson 2.4L FWD GLS A/T** for **\$259/month for 36 months**. \$2,499 due at lease signing (National).
- Lease a **2011 Equus Signature** for **\$739/month for 36 months**. \$4,999 due at lease signing (National).
- Lease a **2011 Santa Fe FWD GLS A/T** for **\$299/month for 36 months**. \$2,699 due at lease signing (National).

Please refer to HMF’s Marketing announcements for details and other offers.

Top Selling Dealers – January 2011 YTD

NATIONAL		Sales
FL108	Hyundai of New Port Richey	400
NY075	Atlantic Hyundai	393
NJ029	Brad Benson Hyundai	324
NJ032	Lester Glenn Hyundai	260
FL122	Coconut Creek Hyundai	210

CENTRAL REGION			
IL063	Family Hyundai	Tinley Park, IL	105
IL018	Green Hyundai	Springfield, IL	101
OH066	Taylor Hyundai	Perrysburg, OH	87
OH018	Columbia Hyundai	Cincinnati, OH	80
IL052	Pugi Hyundai	Downers Grove, IL	78

SOUTHERN REGION			
FL108	Hyundai New Port Richey	New Port Richey, FL	400
FL122	Coconut Creek Hyundai	Coconut Creek, FL	210
FL088	O'Brien Hyundai	Fort Myers, FL	182
VA006	Fairfax Hyundai	Fairfax, VA	160
FL114	Rick Case Hyundai	Davie, FL	148

EASTERN REGION			
NY075	Atlantic Hyundai	West Islip, NY	393
NJ029	Brad Benson Hyundai	Monmouth Jct., NJ	324
NJ032	Lester Glenn Hyundai	Toms River, NJ	260
NY110	Advantage Hyundai	Hicksville, NY	184
NY121	Mid-Island Hyundai	Centereach, NY	125

SOUTH CENTRAL REGION			
TX100	Hyundai of El Paso	El Paso, TX	192
TX104	North Freeway Hyundai	Houston, TX	101
TX040	Huffines Hyundai	Plano, TX	100
TX060	Hub Hyundai	Houston, TX	100
AL015	Capitol Hyundai	Montgomery, AL	91

WESTERN REGION			
CA232	Hyundai of Roseville	Roseville, CA	160
CA314	Keyes Hyundai	Van Nuys, CA	151
CA293	Hardin Hyundai	Anaheim, CA	137
CA310	Garden Grove Hyundai	Garden Grove, CA	134
NV023	Planet Hyundai	Las Vegas, NV	125

Top Sales Managers – January 2011 YTD

CENTRAL REGION			Sales
Jeffrey Kunz	Green Hyundai		106
Frederick Ziegel	Taylor Hyundai		89
David Novak	Pugi Hyundai		78
Mersad Smajic	Suntrup Hyundai		77
David Clikeman	Arrow Hyundai		72

SOUTHERN REGION			
A. Appleby	Coconut Creek Hyundai		222
Clay King	King Hyundai		139
Pedro Casal	Doral Hyundai		132
Raul Gomila	Napleton's Hyundai		122
Ernest McQuaig	Pearson Hyundai		112

EASTERN REGION			
Bryan Harris	Atlantic Hyundai		377
David Cantin	Brad Benson Hyundai		341
Frank Allen	Mid-Island Hyundai		125
Greg Munoz	Hyundai of Valley Stream		107
Daniel Toomey Jr.	Advantage Hyundai		104

SOUTH CENTRAL REGION		
Roosevelt May	Huffines Hyundai	105
Robert Cox	Hub Hyundai	94
Cesar Martinez	Hyundai of El Paso	93
Suleiman Ebrahim	South Point Hyundai	90
Hector Barreras	Hyundai of El Paso	89

WESTERN REGION		
Danielle Gerbino	Hardin Hyundai	147
Javed Rasheed	Cerritos Hyundai	116
Chris Smith	Harbor Hyundai	97
Thomas Scheurn	San Tan Hyundai	92
Frank Maione	Henderson Hyundai	85

Top Sales Associates – January 2011 YTD

CENTRAL REGION			Sales
Patrick Harrigan	Taylor Hyundai		38
Joseph Crement	Rosen Hyundai		36
Christopher Jasso	Glenbrook Hyundai		33
Michael Boyle	Preston Hyundai		26
Randy Peters	Todd Archer Hyundai		23

SOUTHERN REGION		
Jose Sol	William Lehman Hyundai	58
Jamie Pizzo	Team Hyundai	36
Gustavo Rocha	Red Hoagland Hyundai	33
Andrew Getchell	West Broad Hyundai	30
Donald Meinhardt	Napleton's Hyundai	30

EASTERN REGION		
Joseph Ippolito Jr.	Towne Hyundai	55
Bryan Calabrese	Sansone's Route 1 Hyundai	52
Ricardo Castillo	Clay Hyundai	31
Sandra Redway	Atlantic Hyundai	30
Daniel Golubiewski	Motorworld Hyundai	29

SOUTH CENTRAL REGION		
Earnest Knight	Capitol Hyundai	45
William Beech	Palmer's Airport Hyundai	29
Richard Alvarado	Champion Hyundai of Corpus Christi	28
Dustin King	Barnes Crossing Hyundai	27
Carl Spadaro	Allen Turner Automotive	27

WESTERN REGION		
Matt Franco	Hardin Hyundai	47
Chong Lee	Cerritos Hyundai	36
Ed Papac	Ladin Hyundai	33
Francisco Leon Jr.	Harbor Hyundai	33
Steve Cooke	Hardin Hyundai	32

February / March Auction Calendar

Manheim Auction (Closed Internet)	Manheim, PA	Feb. 09
Manheim Colorado	Commerce City, CO	Feb. 15
Manheim Georgia Auto Auction	Atlanta, GA	Feb. 15
Adesa Minneapolis	Minn., MN	Feb. 15
Manheim Dallas	Dallas, TX	Feb. 16
Southern Auto Auction	E. Windsor, CT	Feb. 16
Manheim Auto Auction	Manheim, PA	Feb. 18
Manheim Arena	Bolingbrook, IL	Feb. 22
Manheim Orlando	Ocoee, FL	Feb. 22
Adesa Phoenix	Chandler, AZ	Feb. 23
Columbus Fair Auto Auction	Columbus, OH	Feb. 23
Greensboro Auto Auction	Greensboro, NC	Feb. 23
Manheim Auction (Closed Internet)	Manheim, PA	Feb. 23
Manheim Georgia Auto Auction	Atlanta, GA	Feb. 28
Manheim Georgia Auto Auction	Atlanta, GA	Mar. 01
Adesa Kansas City	Belton, MO	Mar. 01
Southern Auto Auction	E. Windsor, CT	Mar. 02
Manheim Dallas	Dallas, TX	Mar. 02
Manheim Greater Nevada	Las Vegas, NV	Mar. 03
Manheim Auto Auction	Manheim, PA	Mar. 03